SOCIO-ECONOMIC ANALYSIS
POLICY PLANNING & RESEARCH DIVISION
ATLANTIC REGION

ANALYSE SOCIO-ÉCONOMIQUE
DIVISION POLITIQUE, PLANIFICATION ET RECHERCHE
RÉGION DE L'ATLANTIQUE

GROS MORNE NATIONAL PARK
INTERPRETIVE SURVEYS
FINAL REPORT, 1989

91-03738/

GROS MORNE NATIONAL PARK
INTERPRETIVE SURVEYS
FINAL REPORT, 1989

L. D. Logan
Socio-Economic Analysis Section
Policy Planning and Research Division
Canadian Parks Service
Atlantic Regional Office
July, 1990

VRC & Evening Interpretive Talk Survey Regis. #: DOE/CPS-015-03655
Camper Survey Regis. #: DOE/CPS-015-03604
Camper Survey Personal Information Bank #: DOE/P-PU-068

EXECUTIVE SUMMARY

This report presents the results of three surveys: an exit survey of Gros Morne Visitor Reception Centre (VRC) users; a handback survey of those attending the evening interpretive program held in the Visitor Reception Centre; and an assessment of campers' use of and demand for Gros Morne interpretive facilities and services. These were distinct surveys but with a common focus: gather data essential to the development of Gros Morne's interpretive program; and provide base data for a variety of operational decisions and the management plan review.

The VRC exit survey has provided basic profile data on this key facility and has also determined the reasons visitors use the centre as well as the areas they use. The evening interpretive program survey focused on evaluation of the program and VRC theatre. The camper survey assessed demand for additional interpretive programs and services, including open or enclosed theatres at the respondents' campgrounds.

VRC EXIT SURVEY HIGHLIGHTS

During the survey period, the VRC received 21,200 visitors in 6,686 parties, excluding bus tours and evening interpretive talk users. Of these, 667 persons 15 years of age and over were interviewed.

In terms of overall park attendance, Mainlanders (i.e., non-Newfoundlanders) are over-represented at the VRC (the 1987 exit survey found that 46 percent of park visitors were Mainlanders. This compares to 67 percent at the VRC). However, this difference is mainly explained by origin differences in factors such as repeat visitation and user type: Newfoundlanders are disproportionately day users and repeat visitors and these user types are less inclined to visit the VRC.

Of the 71 percent of VRC visitors who were on their first visit to Gros Morne, 20 percent had made at least one return visit to the VRC. Overall, 37 percent of VRC users were repeat users.

Average length of stay in the VRC was 30 minutes, a fairly typical figure for national park visitor centres: 72 percent of visitors stayed 30 minutes or less. Length of stay was only slightly influenced by origin or repeat visitation to the centre.

A surprisingly high 32 percent of VRC users were not planning to stay overnight in the park area (although they may have done so the night before) and were also not returning home. Their visit came at a time when they may have been seeking tourism information

not specific to Gros Morne. For those users planning to stay in or near the park, the main sources of VRC attendance were Berry Hill Campground and enclave commercial accommodations.

The survey results on reasons for visiting the VRC and areas used, highlight the key role of the information/orientation function. While there are substantial differences between first and repeat VRC users, getting general park information and a park map rank number one and two for both groups. Overall, *77 percent came to get general park information and 61 percent for a park map* (89 percent actually used the information desk). *The interpretive facilities are also well-used: 71 percent visited the exhibit area and 40 percent saw a film.*

EVENING INTERPRETIVE TALK SURVEY HIGHLIGHTS

During the five-week survey period, the evening interpretive talk recorded 1,953 visitors in 718 parties. We received 425 usable questionnaires.

Mainlanders were over-represented at the evening talk (an estimated 46 percent of overall park attendance vs. 81 percent at the talk). As with VRC use in general, attendance is influenced by factors other than origin, such as repeat visitation and user type.

A very high 71 percent of evening interpretive talk visitors reported having attended a previous evening interpretive talk in the VRC theatre. There appears to have been a strong shift in use patterns in 1989, with a higher percentage of people attending more than one talk during their visit.

At 50 percent, "couples" are by far the largest group. The second largest, at 24 percent, is "families with children".

Berry Hill campers and enclave commercial accommodation users were clearly the major user types of the evening talk for both origin groups, comprising 85 percent of Newfoundlanders and 98 percent of Mainlanders. Overall, *59 percent of evening interpretive talk users were staying at Berry Hill Campground.* There is a disproportionate representation by Berry Hill vs. other park campers, not explained by the larger size of Berry Hill. This is due to a combination of factors, proximity of the campground to the VRC being the main one.

A technique called importance/performance rating was used to measure a range of program and theatre attributes. Except for comfort, performance ratings meet or exceed importance ratings.

In terms of a four-way classification of attributes, *it is clear that the interpretive program and the theatre are functioning very well from the respondents' perspective.* No attributes fall into the "concentrate here" or "low priority" categories. *By rating importance and performance very highly, respondents are telling us to "keep up the good work".* If anything, there is some "possible overkill" where performance is rated higher than importance: however, these attributes are either fixed cost items, where there is no cost saving to be had by cutting back (e.g., the performance skills of the interpreter) or are items where potential savings are very difficult to measure (e.g., film quality).

CAMPER SURVEY HIGHLIGHTS

Mainlanders were also over-represented at the campgrounds: 46 percent of overall park attendance vs. 62 percent at the campgrounds. Again, this is to be expected, since Newfoundlanders are more likely to be day users and Mainlanders are more likely to be campers.

Mainlanders are now a majority at all four campgrounds. Historically, they have been a majority at Berry Hill but not at Shallow Bay and Lomond. The change is due to an increase in Mainlanders (probably due to service upgrading and park promotion) rather than a decrease in actual numbers of Newfoundland campers. However, the number of Newfoundland campers at Shallow Bay has levelled off while Lomond has experienced an increase over 1987. Trout River Pond Campground has only been open for 2 years and Mainlanders have comprised about 70 percent in both years.

There was a high level of first stay campers, ranging from a low of 59 percent for Newfoundlanders using Shallow Bay to a high of 95 percent for Mainlanders at Trout River Pond. It is encouraging that Gros Morne is attracting substantial numbers of new campers, although long-term party-night increases also depend upon a strong repeat use market.

Newfoundlanders tended to stay longer than Mainlanders, except for Lomond, where the average length of stay was equal. Overall, the average lengths of stay were 2.2, 1.7, 1.8 and 1.6 nights for Berry Hill, Shallow Bay, Lomond and Trout River Pond, respectively. This compares to five-year averages (a two-year average for Trout River Pond) of 2.0, 1.7, 1.7 and 1.5 nights. Thus, *all campgrounds except Shallow Bay have experienced length of stay increases in 1989.*

The party composition patterns for the four campgrounds were similar, with couples predominating. In fact, the percentage of parties describing themselves as a couple (not including the "groups of friends" category which also had many 2-person parties) ranged from 47 percent at Shallow Bay to 61 percent at Trout River Pond.

While national parks tend to draw people with above-average education, the strength of this phenomenon for Gros Morne campers is rather surprising. A very high 47 percent of Gros Morne campers 15 years of age or over possess a university degree and another 13 percent have had some university training. For Newfoundlanders, the percentage of persons with degrees is also high at 34 percent (compared to a provincial rate of 5.6 percent). There were fairly minor participation rate differences between education groups and these are not strongly related to education levels.

The five year averages show that the percentage of tents has increased for Berry Hill, Shallow Bay and Lomond: 53, 39 and 47 percent over five years compared to 61, 44 and 53 percent in 1989. In fact, this is a fairly steady trend not evidenced in other camping equipment categories.

There is a very strong inverse relationship between facility visitation rates and distance from the campground. For example, the visitation rates for the VRC and Lobster Cove Head Lighthouse decrease progressively as distance increases. This is also true for other facilities and for the evening interpretive talk, which is held in the VRC.

Camper VRC visitation rates range from a high of 76 percent for Berry Hill to a low of 32 percent for Trout River Pond. The evening interpretive program rates range from 40 percent for Berry Hill to 9 percent for Trout River Pond. However, while proximity appears to be a major influencing factor on visitation, it is not the only reason cited for non-use. For example, except for Berry Hill, the main reason for not using the VRC was that the party had previously visited it. It is also worth noting that the second most common reason for Berry Hill and Shallow Bay campers was that they were not aware of the VRC. The second most common reason for Lomond and Trout River Pond was distance: too far to travel.

Reasons for not attending the VRC evening interpretive program are more diverse: however, distance emerges as the major factor for Shallow Bay, Lomond and Trout River Pond (43, 41 and 38 percent respectively, citing it). Even 10 percent of Berry Hill campers cited distance as a reason for not attending the program. *Lack of awareness of the program, at 14 to 16 percent, was also an important factor.*

Camper parties were asked whether they would use or visit certain programs or facilities if they had been available during their park visit. *There is a very high and consistent demand of 68-72 percent for interpretive programs at campgrounds.* However, demand for children's programs at either the campgrounds or the VRC is much lower: a reflection of the fact that most camper parties are composed of adults only.

Except for Trout River Pond, demand for an outdoor theatre at the respondent's campground is very high at 70 to 73 percent: considerably higher than the demand for an enclosed theatre. Whether respondents have realistically assessed the Newfoundland realities of flies and weather is a moot point.

TABLE OF CONTENTS

PAGE

EXECUTIVE SUMMARY

LIST OF TABLES i

LIST OF FIGURES iii

1.0 **INTRODUCTION** 1

2.0 **SITE DESCRIPTIONS** 1

3.0 **RESEARCH OBJECTIVES** 3

3.1 VRC Exit Interview 3

3.2 Evening Interpretive Program 3

3.3 Camper Survey 4

4.0 **RESEARCH DESIGNS** 5

4.1 VRC Exit Interview 5

4.2 Evening Interpretive Program 5

4.3 Camper Survey 6

5.0 **VRC EXIT SURVEY RESULTS** 7

5.1 Visitor Profile 7

5.1.1 Origin 7

5.1.2 Repeat Visitation to Gros Morne and the VRC 9

5.1.3 Party Size 10

5.1.4 Party Composition 10

5.1.5 User Type 11
5.2 VRC Use Pattern 12
5.2.1 Length of Stay 12
5.2.2 Daily and Hourly Use Patterns 12
5.2.3 Reasons for VRC Visit 14
5.2.4 VRC Areas Used 16
5.3 Conclusion 18
6.0 **EVENING INTERPRETIVE TALK SURVEY RESULTS** 19
6.1 Visitor Profile 19
6.1.1 Origin 19
6.1.2 Repeat Visitation to Gros Morne and the Interpretive Talk 21
6.1.3 Party Size 22
6.1.4 Party Composition 22
6.1.5 User Type 23
6.2 Importance/Performance Analysis 25
6.3 Conclusion 29
7.0 **CAMPER SURVEY RESULTS** 30
7.1 Population Estimates and Return Rates 30
7.2 Visitor Profile 31
7.2.1 Origin 31
7.2.2 First/Repeat Stay at Campground 34
7.2.3 Campground Length of Stay 35
7.2.4 Party Size 36

7.2.5 Party Composition 36

7.2.6 Age/Sex Profiles 37

7.2.7 Education Profile 40

7.3 Camping Equipment Used 41

7.4 Use of Selected Interpretive Facilities and Services 41

7.5 Use of VRC and VRC Evening Interpretive Program and Reasons for Not Using Them 43

7.6 Demand for Additional or New Interpretive Programs and Facilities . 45

7.7 Camper Segmentation: The VRC User Vs. The Non-User 46

7.8 Campers' Unsolicited Comments 49

7.9 Conclusion 50

BIBLIOGRAPHY

APPENDIX : Questionnaires

LIST OF TABLES

PAGE

1. VRC Visitor Origin Pattern 7
2. User Type by Origin 11
3. Reasons for VRC Visit - First VS Repeat 15
4. Areas Used by First Time and Repeat VRC Visitors 17
5. Interpretive Talk Visitor Origin Pattern 19
6. Interpretive Talk User Type by Origin 23
7. Evening Interpretive Talk Importance/Performance Scores 26
8. What Respondents Liked Most About the Interpretive Program and Theatre 28
9. What Respondents Liked Least About the Interpretive Program and Theatre 28
10. Population Estimates and Return Rates by Campground for the Survey Period 30
11. Camper Origin Pattern 31
12. Camping Equipment by Campground 41
13. Interpretive Facility and Service Use by Campground 42
14. Most Common Reasons for not Using the VRC by Campground 43
15. Most Common Reasons for not Attending the VRC Evening Interpretive Program 44
16. Demand for New or Additional Interpretive Programs an Facilities by Campground 45

LIST OF TABLES (Continuted)

PAGE

17. Use of Interpretive Facilities and Services by VRC Users and Non-Users 48

18. Demand for New or Additional Interpretive Programs and Facilities by VRC Users and Non-Users 49

19. Most Common General Comments by Campers 50

LIST OF FIGURES

PAGE

1. VRC Origin Pattern - Major Groups 8
2. Repeat VRC Visitors by Origin and First/Repeat Park Visit 9
3. VRC Party Composition 10
4. Average VRC Length of Stay by Origin and First/Repeat VRC Visit 12
5. VRC Hourly Use Patterns by Daytype - Non-Bus Tour Visitors 13
6. Reasons for Visiting VRC 16
7. VRC Areas Used 17
8. Interpretive Talk Origin Pattern - Major Groups 20
9. Repeat Interpretive Talk Visitors by Origin 21
10. Interpretive Talk Party Composition 22
11. Interpretive Talk User Types 24
12. Interpretive Talk Importance/Performance 27
13. Camper Origin Pattern - Major Groups 32
14. Origin Pattern by Campground - Newfoundland Vs. Mainland 33
15. Percent on First Stay at Campground - Newfoundland Vs. Mainland . . . 34
16. Campground Average Length of Stay - Newfoundland Vs. Mainland . . . 35
17. Party Composition by Campground 36
18. Berry Hill Age/Sex Distribution 38
19. Shallow Bay Age/Sex Distribution 38
20. Lomond Age/Sex Distribution 39
21. Trout River Pond Age/Sex Distribution 39

LIST OF FIGURES (Continued)

PAGE

22. Education Profile, All Campers - 15 years of Age and Over 40

23. Campground Average Length of Stay - VRC Users Vs. Non-Users 47

MAP : Gros Morne National Park 2

1.0 INTRODUCTION

This report presents the results of three surveys: an exit survey of Gros Morne Visitor Reception Centre users; a handback survey of those attending the evening interpretive program held in the Visitor Reception Centre; and an assessment of campers' use of and demand for Gros Morne interpretive facilities and services. These surveys are required as input to a Visitor Reception Centre theatre expansion options analysis. They also provide base data for a variety of operational decisions, as well as the upcoming management plan review.

2.0 SITE DESCRIPTIONS

The Visitor Reception Centre is located just off Hwy. 430 in Rocky Harbour, about 25 km. from the south entrance to the park. This is the focal point for the park's interpretive program and also serves a key information/orientation function.

The four campgrounds, all with manned kiosks, are:

(1) Berry Hill - 153 sites, semi-serviced;
(2) Shallow Bay - 50 sites, semi-serviced;
(3) Lomond - 29 sites, semi-serviced;
(4) Trout River Pond, 33 sites, unserviced.

These campgrounds are a considerable distance from each other and also offer very different camping experiences (see Map).

ST ANTHONY 320 km
SHALLOW BAY
COW HEAD
430
Anse St. PAULS Inlet
ST. PAULS
Parc national du
GROS MORNE
National Park
Interpretation map
carte d'interprétation
Point de départ Étang WESTERN BROOK Pond trail head
S.S. Ethie
Étang WESTERN BROOK Pond
SALLY'S COVE
Étang BAKERS BROOK Pond
Étang TEN MILE Pond
GREEN POINT
430
BERRY HILL
Phare de LOBSTER COVE HEAD Lighthouse
ROCKY HARBOUR
VISITOR CENTRE (Centre d'accueil)
Baie BONNE Bay
NEDDY HARBOUR
NORRIS POINT
LOMOND
430
WOODY POINT
WILTONDALE
WINTERHOUSE BROOK
SHOAL BROOK
431
DEER LAKE 33 km
BIRCHY HEAD
431
GLENBURNIE
TROUT RIVER
TABLELANDS
TROUT RIVER
Étang TROUT RIVER Pond
LEGEND
LÉGENDE
main highway
autoroute
route number
431
numéro de route
information
information
campground
camping
group campground
camping collectif
exhibit
exposition
park boundary
limite du parc
community
COW HEAD
communauté
This map is a partial service map only. For more information refer to the main park brochure available at the Visitor Centre.
Cette carte ne décrit que partiellement les services disponibles au parc. Plus de renseignements sont disponibles au centre d'accueil.

3.0 RESEARCH OBJECTIVES

3.1 VRC Exit Interview

(a) Determine the role of the VRC and its specific functions as defined by reason(s) for visit (e.g., information, orientation or interpretation) and actual visitor behavior (e.g., areas/services used).

3.2 Evening Interpretive Program

(a) Determine the basic characteristics and mix of user types (campers, day users and motel users) at the evening interpretive program as input to an analysis of possible alternative locations and/or facilities for this event.

(b) Conduct basic attendance counts of participants at the evening interpretive programs in order to determine the extent of a possible over-crowding problem. This is also required as input to the theatre options analysis.

(c) Conduct an importance/performance analysis of the VRC theatre and evening interpretive program as input to the theatre options analysis.

The concept of importance - performance analysis is adapted from Mengak, K. K., et al., Use of Importance - Performance Analysis to Evaluate a Visitor Centre. Journal of Interpretation, Volume 11, No. 2, 1986.

The key component of the approach is its ability to go beyond visitors' ratings of performance of facilities/services to their assessment of how important specific attributes are to the quality of their experience. Performance on some attributes may be rated low but importance high, suggesting a need for remedial action; or both may be rated high, indicating a need to "keep up the good work"; thirdly, both may be rated low, indicating an item that could be improved but is of low priority; the final possibility is a high performance rating but low importance rating, indicating "possible overkill" and the potential for re-directing resources.

Our use of this instrument focused on certain key elements of the theatre and the audio-visual presentations as experienced by those attending the evening interpretive program.

3.3 Camper Survey

(a) Determine the use of interpretive facilities and services by camper parties during their campground stay.

(b) Determine campers' use of the VRC and participation in the VRC evening interpretive program, including the reasons for not using the VRC or participating in the evening program.

The reasons cited are essential input to operational and developmental decisions relating to the location and provision of interpretive facilities/services. For example, if VRC visitation is low at a particular campground and distance emerges as a major constraint, there is a clear need to investigate the possibility of providing alternatives nearer to the campground.

(c) Assess campers' demand (as measured by propensity to use/visit) for additional interpretive facilities and services, especially those being considered for development at specific campgrounds.

4.0 RESEARCH DESIGNS

4.1 VRC Exit Interview

The survey population was all non-bus tour visitors 15 years of age and over exiting the VRC between the hours of 9:00 A.M. to 9:00 P.M. from July 1, 1989 to September 4, 1989. There were 2,134 bus tour visitors during the survey period. The population also excludes about 3,500 evening interpretive talk attendees, who exited the VRC after 9:00 P.M.

Data collection was by means of an exit interview in the parking lot. Visitor vehicles were chosen on a floating basis (i.e., after completing an interview, the next party to enter their vehicle was chosen). After entering their vehicles, exiting visitors 15 years of age or over (one per party) were chosen by a random selection procedure and given a brief interview.

An automated hourly count of exiting vehicles was kept for the entire survey period by means of an induction loop counter placed at the one-way VRC parking lot exit. During each survey shift, the interviewer devoted one hour to a traffic partition of exiting non-visitor (including buses, which were considered to be 'non-visitors' for survey purposes) and visitor vehicles. The ratio of non-visitor to visitor vehicles was calculated and the estimated number of non-visitor vehicle exits by hour was deducted from the counts.

4.2 Evening Interpretive Program

The survey population was all visitors 15 years of age or over attending the evening interpretive program from July 29, 1989 to September 4, 1989. Where the visitor party was the unit of analysis, it was defined as all persons travelling to the VRC in the same vehicle. While the survey was intended to begin on July 1, response was good and the results are considered representative of the peak season.

Data collection was by means of a handback questionnaire (one per party) distributed by the staff person conducting the program on all days the program was offered.

4.3 Camper Survey

The population was defined as all camper parties staying in Berry Hill, Lomond, Shallow Bay and Trout River Pond campgrounds from June 30 to September 4, 1989.The concept of "unique" party-stays does not account for same-season repeat visits (i.e. the same party on two different trips is counted twice) or multiple campground use on the same visit.

Because the party was the unit of analysis and the party responded as a unit, the questionnaire stressed activities participated in and facilities used, where any member of the party had participated. The opinion questions were intended to elicit a party consensus.

Campground attendants distributed the questionnaire to registering parties according to instructions. Respondents completed and returned the questionnaires at the end of their stay in the campground.

Lomond, Shallow Bay and Trout River Pond have fairly small populations as measured in party-stays. Thus, the survey aimed for a 100 percent questionnaire sample at these campgrounds. In the case of Berry Hill, a 50 percent sample was applied. The questionnaires were linked to the campground registration database, which sampled 100 percent of registering parties at all campgrounds.

5.0 VRC EXIT SURVEY RESULTS

A total of 677 interviews were completed, representing 21,200 visitors in 6,686 parties. The interview population of those 15 years of age and older was 16,967, 80 percent of the total.[1]

5.1 Visitor Profile

5.1.1 Origin

Table 1 presents a detailed breakdown of the VRC origin pattern.

TABLE 1

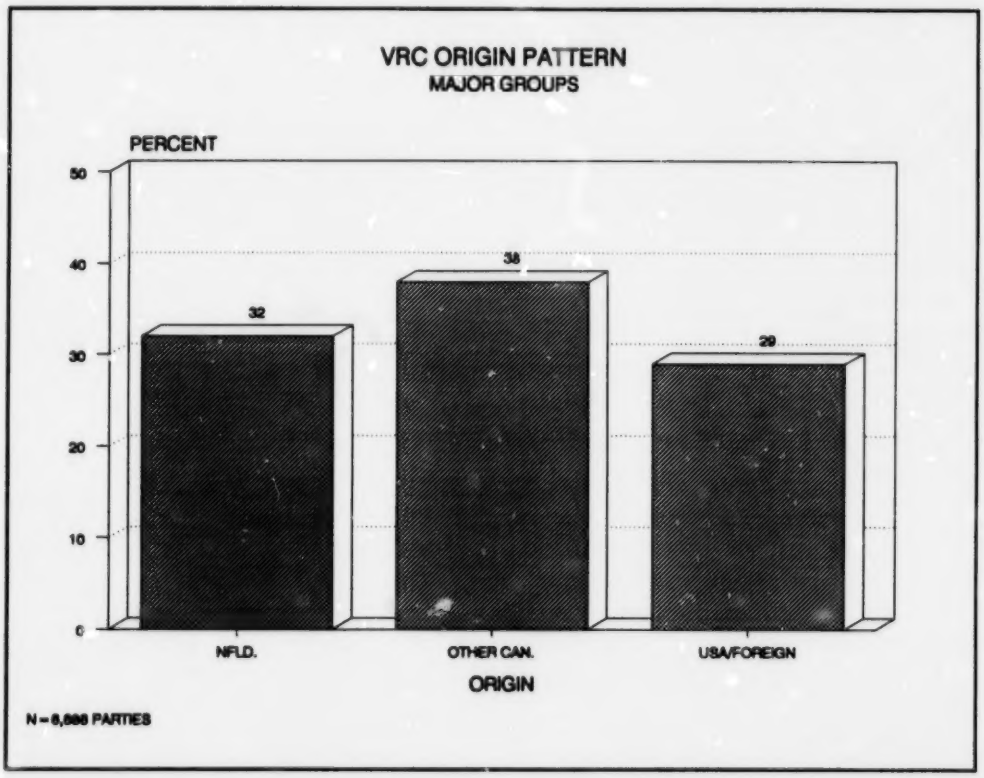
VRC VISITOR ORIGIN PATTERN

Permanent Residence	Percent (N = 6,686 Parties)
Northern Peninsula	3
Census Div. 5 (Deer Lake/Corner Brook)	9
Census Div. 1 (Avalon Peninsula)	13
Other Newfoundland	7
Nova Scotia	9
N.B./P.E.I	2
Quebec	4
Ontario	18
Other Canada	5
U.S.A.	26
Other Foreign	3
	100%

1 For convenience, the term "Mainlanders" is used to refer to all non-Newfoundlanders and "VRC" refers to the Visitor Reception Centre. Also, for readability, the tables below round round percentages to the nearest whole number. Thus, some tables do not add precisely to 100 percent.

Figure 1 shows the origin pattern by three major origin groups.

FIGURE 1



Combined, the two Mainlander origin groups comprise 67 percent of parties visiting the VRC. Thus, in terms of overall park attendance, Mainlanders are over-represented at the VRC (46 percent of visitors overall in 1987 were Mainlanders). Of course, VRC use is influenced by factors other than origin, such as repeat visitation and user type, as we shall see below.

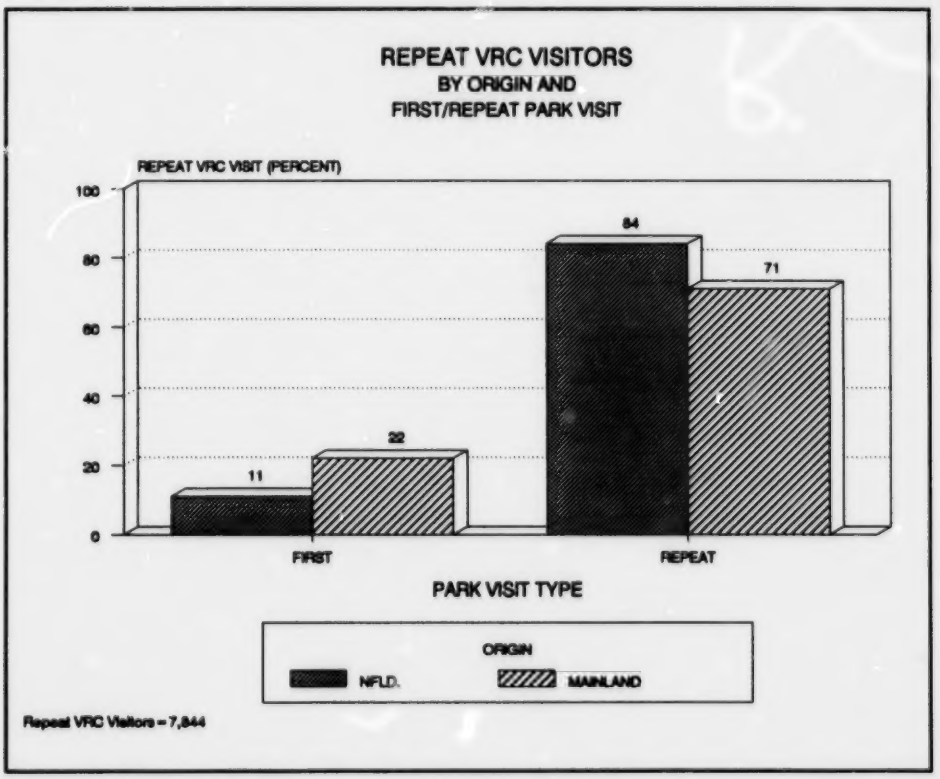
5.1.2 Repeat Visitation to Gros Morne and the VRC

While 39 percent of Newfoundlanders were on their first visit to Gros Morne, 87 percent of Mainlanders were on their first park visit. Overall, 71 percent of VRC users were on their first park visit.

Overall, 63 percent (13,356) of VRC visitors were at the VRC for the first time. Of the first-time park visitors, 20 percent had made more than one VRC visit. As Figure 2 demonstrates, a higher percentage of Mainlanders than Newfoundlanders made more than one VRC visit (22% vs. 11%).

Among repeat visitors to Gros Morne, 84 percent of Newfoundlanders and 71 percent of Mainlanders reported being on a repeat VRC visit (see Figure 2).

FIGURE 2



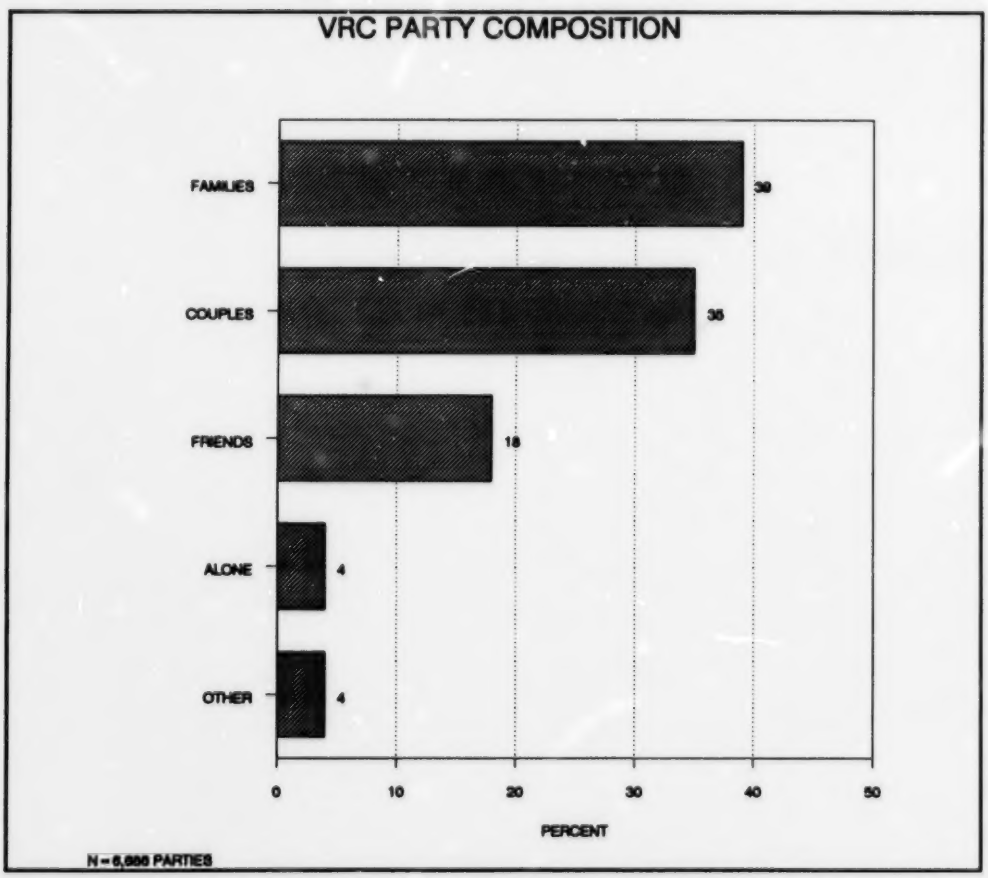
5.1.3 Party Size

The average party size was 3.2 persons. Newfoundlanders averaged 3.7 and Mainlanders 2.9 persons. Overall, 46 percent of parties had 2 persons and 22 percent had 4 persons.

5.1.4 Party Composition

Figure 3 presents the breakdown by party composition.

FIGURE 3



At 39 percent, families with children were the largest group. The "group of friends" category includes some 2-person parties who did not define them-

selves as couples. While 46 percent of parties had only 2 persons, "couples" accounted for only 35 percent of these parties.

5.1.5 User Type

User type is measured by where visitors plan to stay on the day of their VRC visit (see Table 2).

TABLE 2

VRC USER TYPE BY ORIGIN

	Origin (Percent by column)	
Plan to Stay Tonight	**Newfoundland** (N = 4,184 Parties)	**Mainland** (N = 2,501 Parties)
North or South of Park	26	35
Berry Hill Campground	17	28
Enclave Commercial Accommodation	15	18
Own Home	26	--
Shallow Bay Campground	4	4
Home of Friends or Relatives	5	2
Lomond Campground	1	2
Trout River Pond Campground	--	.5
Not Sure	6	10
	100%	100%

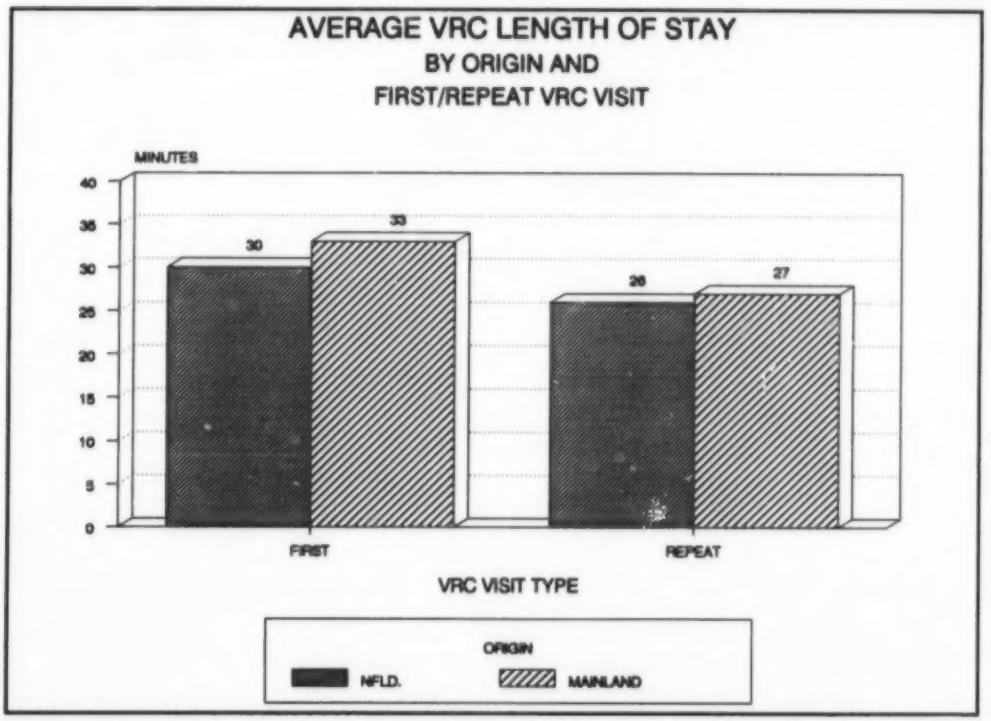
A surprisingly large 32 percent of VRC users were not planning to stay overnight in the park area (although they may have done so the night before) and were also not planning to return home. Their visit came at a time when they may have been seeking tourism information not specific to Gros Morne. For those users planning to stay in or near the park, Berry Hill campers and enclave commercial accommodation users were clearly the major sources of VRC attendance. Most of those planning to stay at home (26 percent or 1,088 parties) were probably on an overnight trip away from home (although the survey did not ask where people stayed the night before, the 1987 main exit survey found that only 1.6 percent or 365 parties visiting the VRC were on day trips from home).

5.2 VRC Use Pattern

5.2.1 Length of Stay

Average length of stay in the VRC was 30 minutes. As Figure 4 shows, average length of stay varied slightly by origin but somewhat more by repeat visitation to the VRC. Overall, 72 percent of VRC visitors stayed 30 minutes or less. The maximum stay was 2 hours.

FIGURE 4



Average length of stay also varied by reasons cited for visiting the VRC. However, the degree of variation may be exaggerated by the fact that respondents were asked to give as many reasons as applied (e.g., someone who came to see the film could also cite other reasons: thus, the cumulative effect increases the length of stay). Those with more specific reasons (e.g., seeking information or coming to see the exhibit or film) stayed longer than those with less focused reasons, such as 'something to do' or 'entertain children'.

Excluding those coming for a special event (only 2 respondents), those coming to see a film stayed longest at 44 minutes; next were those coming to see the interpretive exhibit at 36 minutes.

5.2.2 Daily and Hourly Use Patterns

Although daily and hourly flow patterns do not show evidence of a peaking problem, it must be recognized that the data do not include bus tours. By daytype, weekdays were actually busier than weekends, averaging 105 parties per day. Weekends (including holiday Mondays) averaged 94 parties. Figure 5 illustrates the hourly flow patterns by daytype.

FIGURE 5

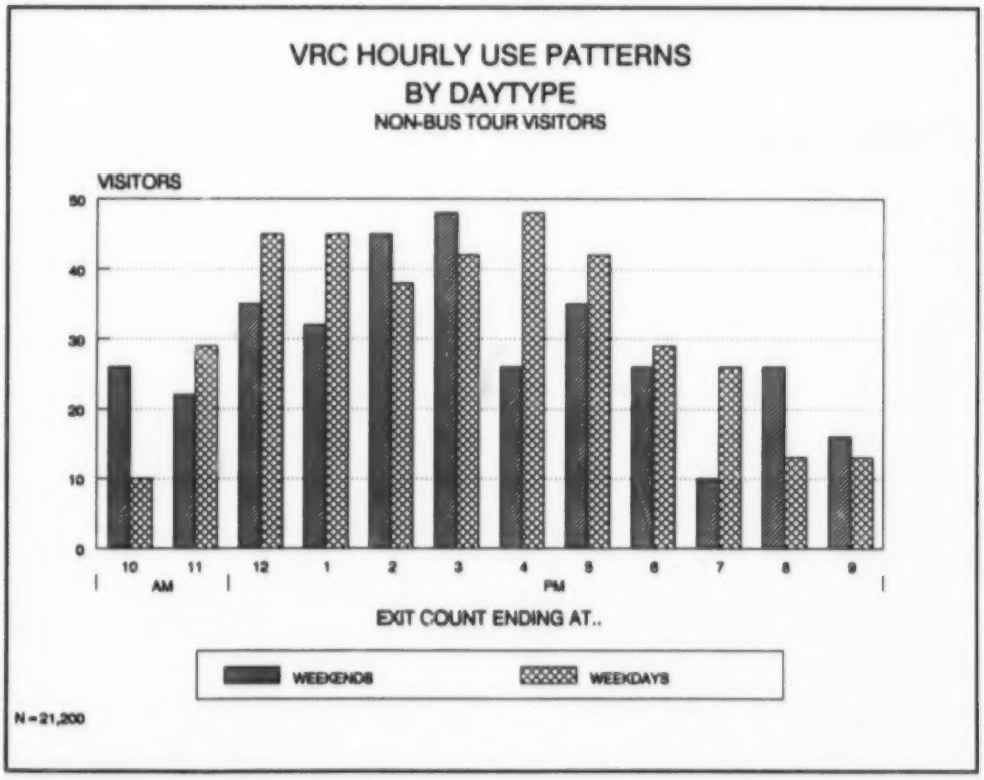


Figure 5 is useful for gaining an appreciation of the use pattern of non-bus tour visitors. As with the daily pattern, there is some peaking, but no evidence of

an extreme peaking problem. However, weekends do have a more pronounced hourly peaking than weekdays.[2]

It is also worth looking at the VRC entrance counts for July (the peak month, with 53 percent of the July/August total). Excluding the "blip" caused by people arriving for the evening interpretive talk, the average peak hour arrival rate was 65 persons (i.e. the peak hour for each July day was added and divided by 31). This includes bus tours averaging 31 persons each, which are generally the cause of the peak flow. Divided by the average length of stay of 30 minutes, the average number of persons actually in the VRC at a given time would be half the peak, or about 33 persons. The peak hour on the peak day recorded 115 persons, or 58 on site at a given time.

5.2.3 Reasons for VRC Visit

Respondents were asked to give as many reasons for their VRC visit as applied. As Table 3 shows, first time VRC visitors were considerably more interested in the information/orientation function (e.g., general park information, get park map) than repeat visitors. The two groups were about equally inclined to give the exhibits as a reason at 43 and 44 percent respectively (although actual use differs, as we shall see below).

---

2 A more complete analysis of flow patterns would have to use the VRC hourly entrance counts which include bus tours and evening interpretive talk users; although these user groups may not place the same demands upon VRC staff or facilities as the typical 2-4 person parties with more diverse needs and interests.

TABLE 3

REASONS FOR VRC VISIT

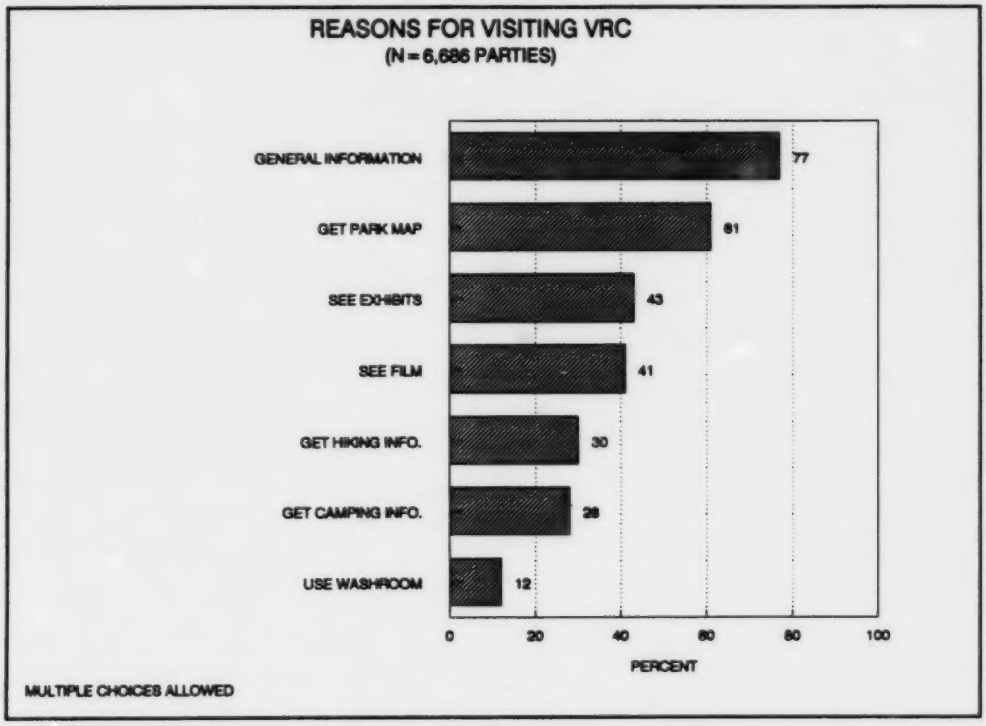
First VS Repeat

Reason	Type of VRC Visit (Percent by Column) First (N = 4,184 Parties)	Repeat (N = 2,501 Parties)
General Park Information	94	49
Get Park Map	78	33
See Film	47	31
See Interpretive Exhibits	43	44
Camping Information	36	16
Hiking Information	34	23
Use Washroom	11	15
Something to do	3	10
Entertain Children	1	5
Special Event	.4	--
* Other	23	35

* *Common "other" reasons were: use pay phone, information on boat tours, fishing, other parks in area.*

Figure 6 presents an overall picture of the seven most commonly cited reasons for visiting the VRC.

FIGURE 6



5.2.4 VRC Areas Used

As Table 4 shows, a large majority of both first time and repeat VRC visitors used the information desk (96 and 78 percent respectively). Use of the exhibit area was also high at 80 and 56 percent.

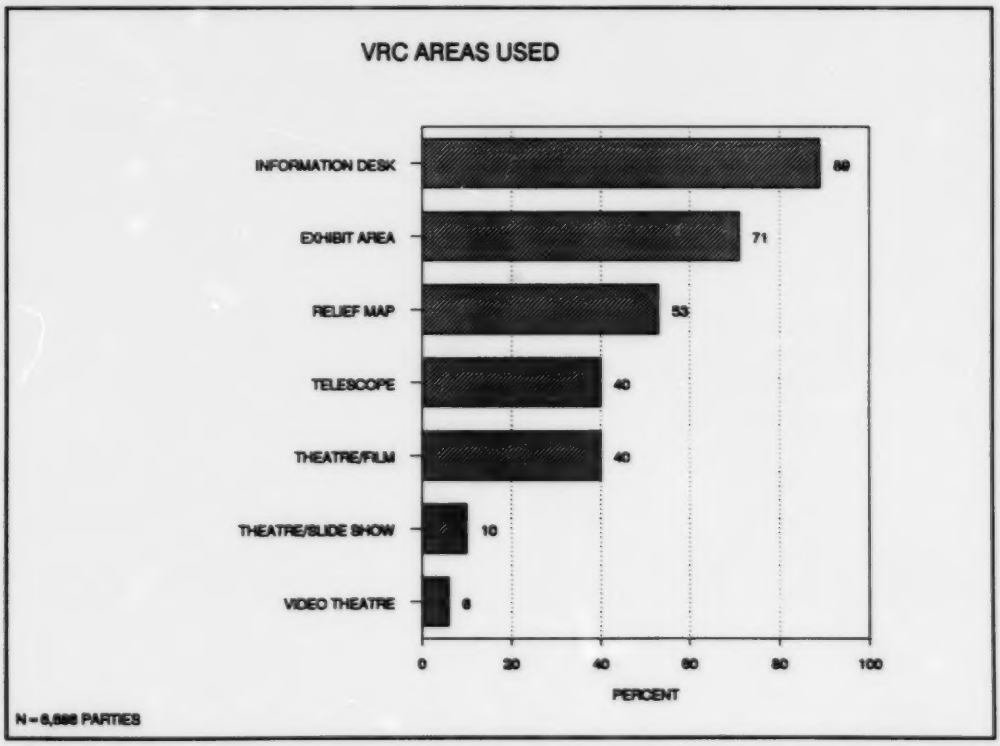
TABLE 4

AREAS USED BY FIRST TIME AND REPEAT VRC VISITORS

Area Used	Type of VRC Visit (Percent by Column) First (N = 4,184 Parties)	Repeat (N = 2,501 Parties)
Information Desk	96	78
Exhibit Area	80	56
Relief Map of Park	61	40
Main Theatre/Film	47	28
Telescope	42	36
Main Theatre/Slide Show	12	7
Video Theatre	5	7

Figure 7 presents a composite picture of areas used by both first and repeat VRC visitors.

FIGURE 7



5.3 Conclusion

As the first survey of its kind at the Gros Morne VRC, this study has provided useful profile and visitor use data. As expected, there is a tendency for Mainlanders to use the VRC in disproportionate numbers; however, this is due to their greater likelihood to be first-time park visitors and Berry Hill Campers rather than to origin per se.

6.0 EVENING INTERPRETIVE TALK SURVEY RESULTS

A total of 425 questionnaires were completed, representing 1,953 visitors in 718 parties. The survey population of those 15 years of age and older was 1,659, 85 percent of the total.[3]

6.1 Visitor Profile

6.1.1 Origin

Table 5 presents a detailed breakdown of the origin pattern.

TABLE 5

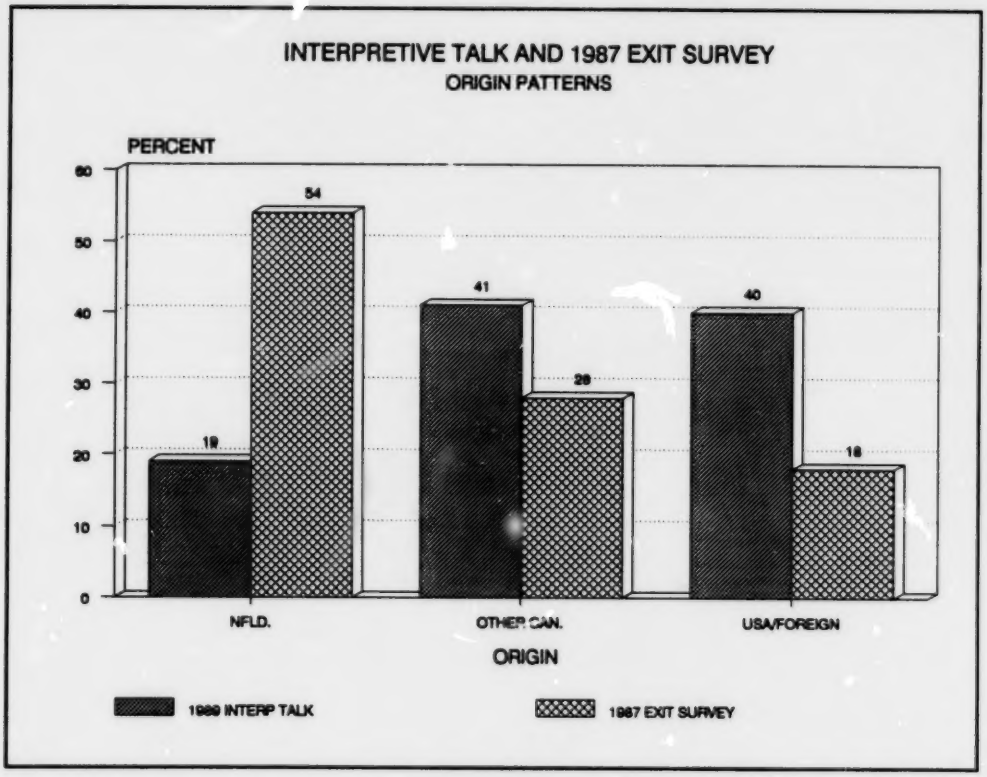
INTERPRETIVE TALK ORIGIN PATTERN

Permanent Residence	Percent (N = 718 Parties)
Northern Peninsula	4
Census Div. 5 (Deer Lake/Corner Brook)	1
Census Div. 1 (Avalon Peninsula)	14
Other Newfoundland	3
Nova Scotia	9
N.B./P.E.I	4
Quebec	3
Ontario	21
Other Canada	4
U.S.A.	38
Other Foreign	2
	100%

3 For convenience, the term "Mainlanders" is used to refer to all non-Newfoundlanders. Also, for readability, the tables below round percentages to the nearest whole number. Thus, some tables do not add precisely to 100 percent.

Figure 8 compares the 1989 interpretive talk origin pattern to the overall park origin pattern found in the 1987 exit survey.

FIGURE 8



Considering that Newfoundlanders comprise 54 percent of total park attendance, they are definitely under-represented at the evening talk. The reasons for this will be discussed in Section 7 (camper survey).

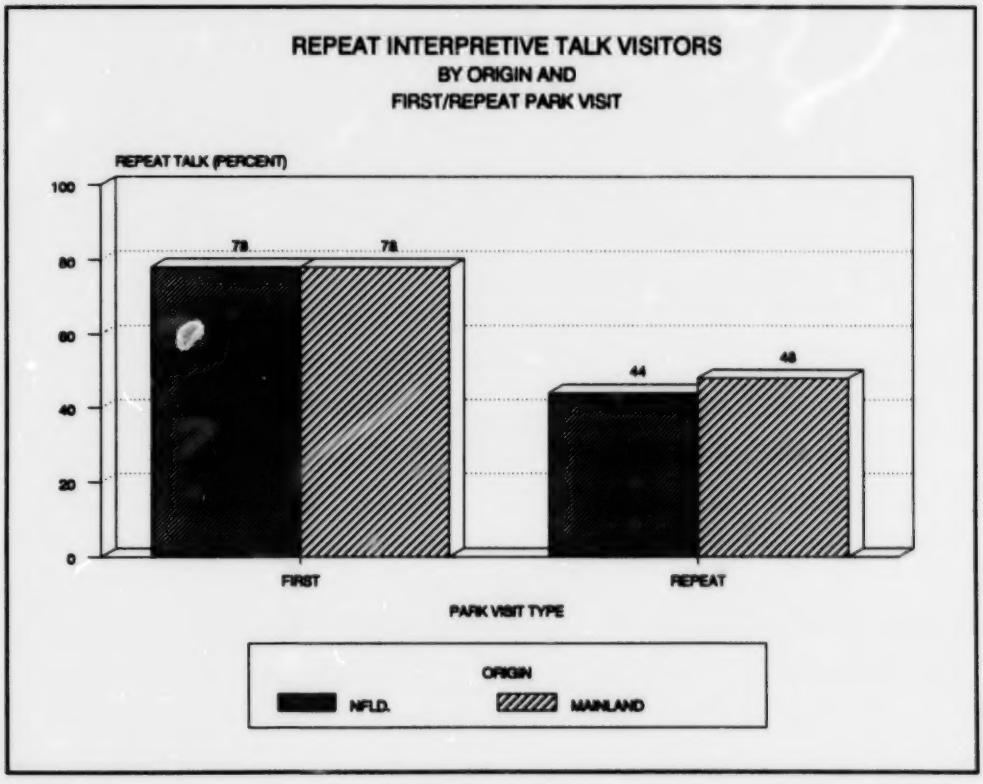
In terms of overall park attendance, Mainlanders are over-represented at the evening talk (46 percent of visitors overall in 1987 were Mainlanders vs. 81 percent at the talk). As with VRC use in general, attendance is influenced by other factors such as repeat visitation and user type.

6.1.2 Repeat Visitation to Gros Morne and the Interpretive Talk

While 53 percent of Newfoundlanders were on their first visit to Gros Morne, 83 percent of Mainlanders were on a first park visit (77 percent overall). Overall, 29 percent of evening interpretive talk visitors were attending their first talk. Only 22 percent of the first-time **park** visitors were first-time **evening interpretive talk** visitors. In other words, as Figure 9 indicates, 78 percent of both origin groups had attended more than one talk during their current park visit. This contrasts to repeat visitors to Gros Morne, where 44 percent of Newfoundlanders and 48 percent of Mainlanders reported attending a previous interpretive talk either during their current visit or on a previous visit.

Evidently, there has been a strong shift in use patterns in 1989, with a much higher percentage of first-time park visitors attending one or more interpretive talks during their visit. The park's strategy of actively promoting the talk through posters, roving etc. appears to have been effective.

FIGURE 9



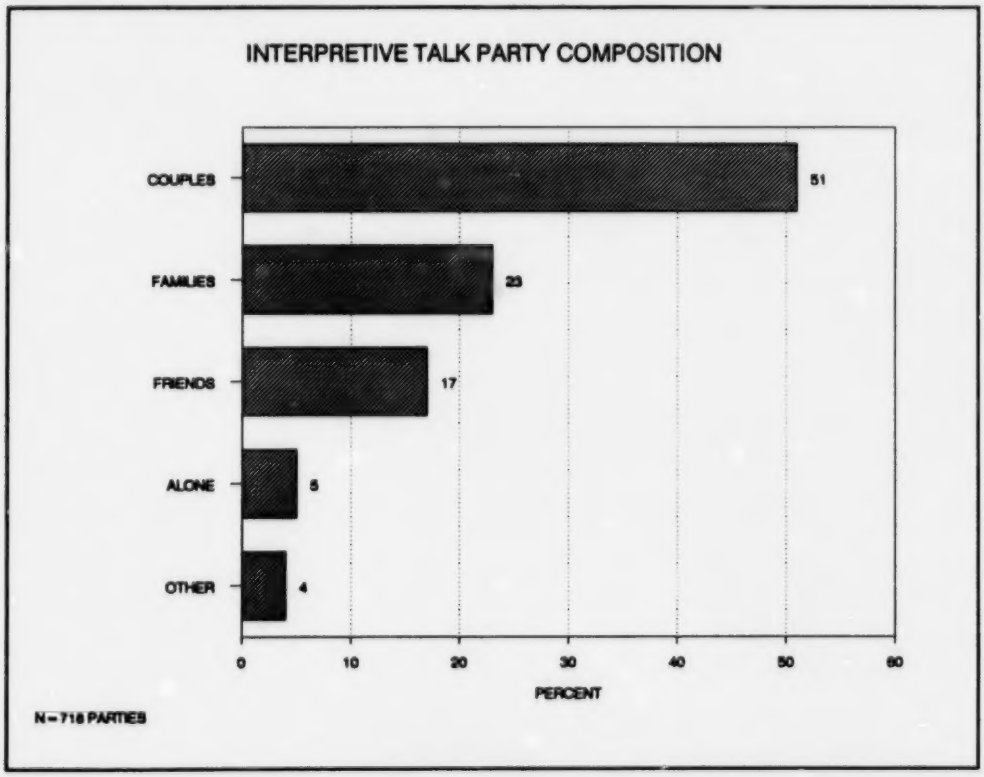
6.1.3 Party Size

The average party size was 2.7 persons. Newfoundlanders averaged slightly less than 3.2 and Mainlanders just under 2.7 persons. Overall, 60 percent of parties had 2 persons and 15 percent had 4 persons.

6.1.4 Party Composition

Figure 10 presents the party composition profile.

FIGURE 10



At 51 percent, "couples" are by far the largest group. The second largest, at 23 percent, is "families with children".

6.1.5 User Type

User type is measured by where visitors plan to stay on the day of their interpretive talk visit (see Table 6).

TABLE 6

INTERPRETIVE TALK USER TYPE BY ORIGIN

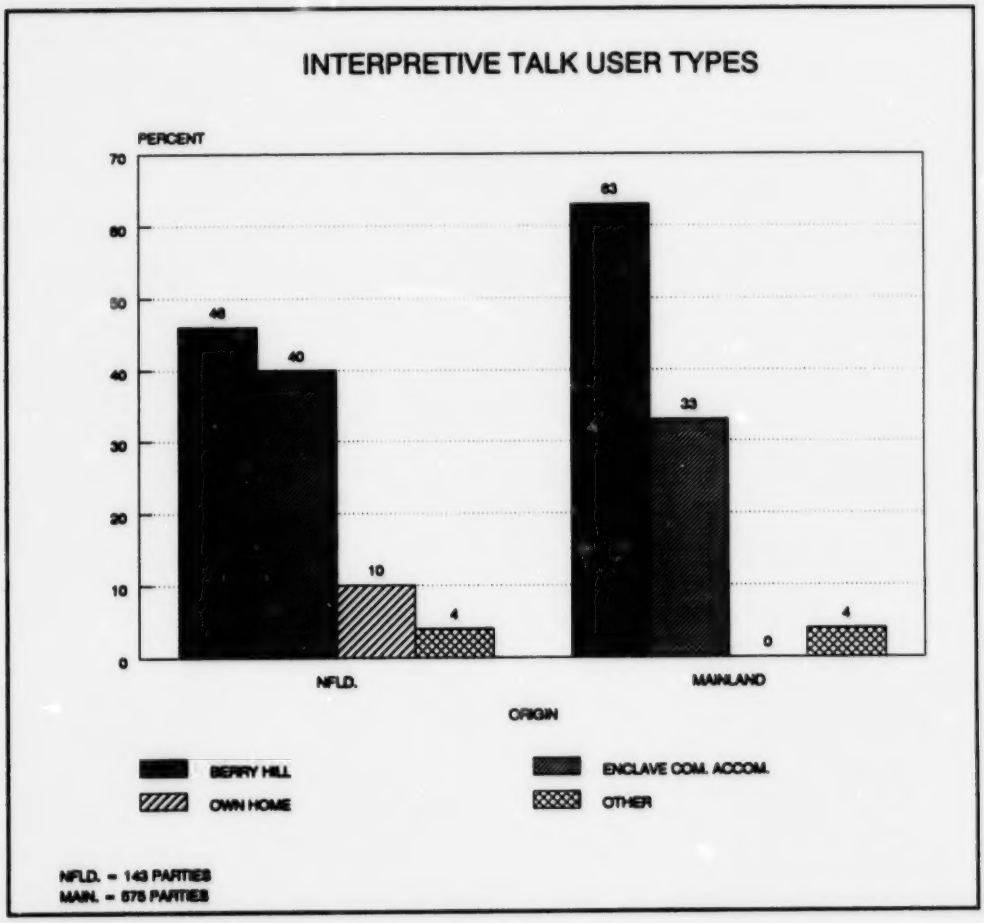
	Origin (Percent by column)	
Plan to Stay Tonight	**Newfoundland** (N = 143 Parties)	**Mainland** (N = 575 Parties)
Berry Hill Campground	46	63
Enclave Hotel/Motel Accommodation	17	18
Cabins, Rocky Hbr.	16	3
Juniper Campground, Rocky Hbr.	2	4
Tourist Home, Rocky Hbr./Norris Pt.	1	6
Airstream Group "Campground"	1	2
Bed and Breakfast, Cow Head	1	--
Own Home	11	--
Shallow Bay Campground	1	1
Home of Friends or Relatives	2	.6
Lomond Campground	--	.2
Trout River Pond Campground	--	.5
North or South of Park	2	1
Not Sure	--	2
	100%	100%

The user type data are summarized in Figure 11.

Berry Hill campers and enclave commercial accommodation users were clearly the major user types of the evening talk for both origin groups, comprising 85 percent of Newfoundlanders and 98 percent of Mainlanders. The disproportionate representation by Berry Hill vs. other park campers is due to a combination of factors, proximity being the main one. This question

is explored further in Section 7.0 which presents data on non-users of the VRC and evening interpretive talk (park campers only).

FIGURE 11



6.2 Importance/Performance Analysis

As noted in Section 3, the technique of importance/performance analysis is intended to produce a four-way classification of pre-defined attributes of a facility or program as follows:

High Importance/Low Performance: Concentrate Here
High Importance/High Performance: Keep up the Good Work
Low Importance/Low Performance: Low Priority
Low Importance/High Performance: Possible Overkill

Two seven-point scales were used, both with a neutral point of four. The first ranged from: 1 = not at all important to 7 = very important. The second scale ranged from: 1 = very poor to 7 = very good.

Mean scores were calculated for each attribute on a number of key visitor characteristics: origin; repeat visitation to park and evening talk; and user type. None of the attribute means for importance or performance was below four. The attribute eliciting the highest percentage of neutral scores (26 percent) was the importance rating of an uncrowded theatre. Even so, 54 percent gave this attribute an importance score of 5 or more. Other scores are not unduly biased by "neutral" or "no opinion" responses (the latter has very low percentages except for the importance/performance rating of handicapped access: 10 and 26 percent, respectively). In short, the great majority of respondents had definite opinions on the attributes listed.

While overall ratings are very high, there is still variation and possibly some opportunity to identify potential areas of improvement by setting a high standard. This could offset the "congeniality factor" (Mengak, 1985) which may produce artificially high results (i.e., people are on vacation, relaxed, have had a generally positive experience and do not have a high stake in the outcome of the study).

Table 7 presents the mean importance/performance scores.

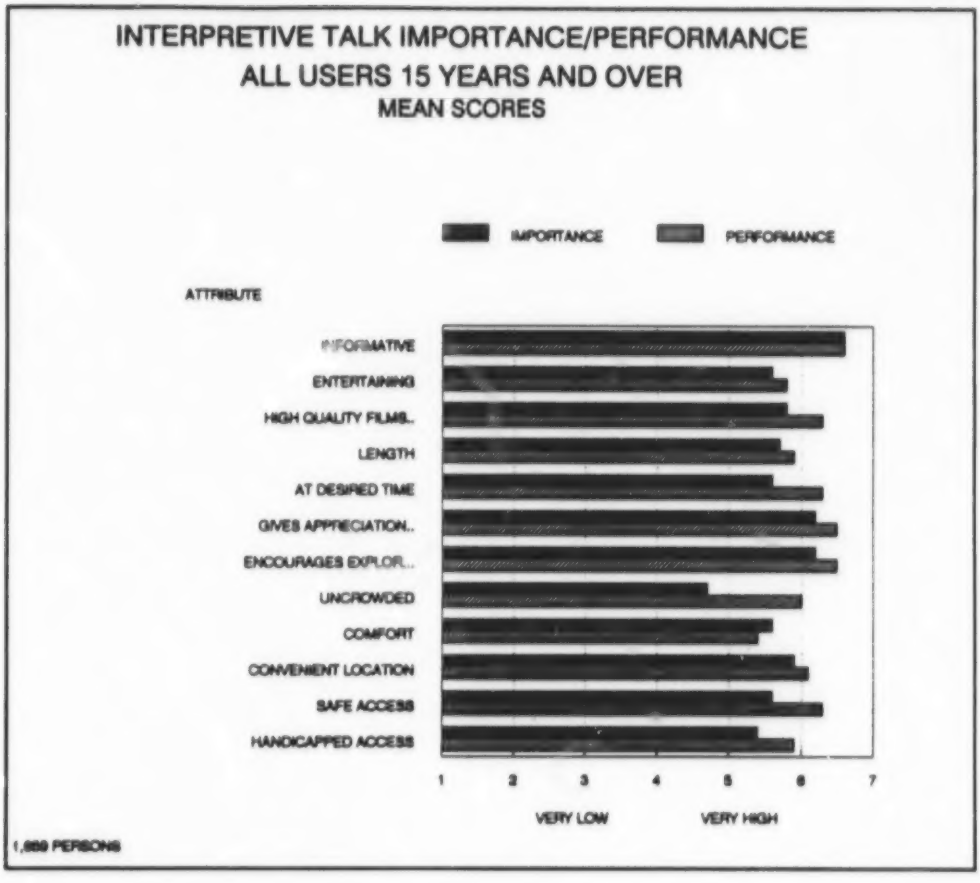
TABLE 7

EVENING INTERPRETIVE TALK IMPORTANCE/PERFORMANCE SCORES

	Mean Score (Out of 7)	
Attribute	**Importance**	**Performance**
PROGRAM		
Informative	6.6	6.6
Entertaining	5.6	5.8
High Quality Film/Slides	5.8	6.3
Length	5.7	5.9
At Desired Time	5.6	6.3
Gives Appreciation of Park's Importance	6.2	6.5
Encourages Park Exploration	6.2	6.5
THEATRE		
Uncrowded	4.7	6.0
Comfort	5.6	5.4
Convenient Location	5.9	6.1
Safe Access	5.6	6.3
Adequate Handicapped Access	5.4	5.9

Figure 12 gives a visual appreciation of how close the scores are and emphasizes the fact that except for comfort, the performance ratings meet or exceed importance ratings. Both Table 7 and Figure 12 demonstrate the higher importance/performance ratings of the program attributes, compared to the theatre attributes.

FIGURE 12



In terms of the four-way classification of attributes, it is clear that the interpretive program and the theatre are functioning very well from the respondents' perspective. No attributes fall into the "concentrate here" or "low priority" categories. By rating importance and performance very highly, respondents are telling us to "keep up the good work". If anything, there is some "possible overkill" where performance is rated higher than importance: however, this is within reasonable limits.

Respondents were also asked open-ended questions on what they liked most and least about the program and the theatre. The five most commonly cited attributes are presented in Tables 8 and 9 (other attributes cited have very low percentages).

TABLE 8

WHAT RESPONDENTS LIKED MOST ABOUT THE INTERPRETIVE PROGRAM AND THEATRE (Five Most Common Attributes)

Attribute	Liked Most (Percent)
THE PROGRAM (N = 1,240 Responses)	
Informative Talk	28
Slide Show/Film	24
Entertaining Person	14
Presentation Itself	9
Interpreters' Approach	7
THE THEATRE (N = 623 Responses)	
Seating Arrangement	32
Size	21
Comfort	19
Technical Equipment	13
Acoustics	9

* *Multiple Responses Allowed*

TABLE 9

WHAT RESPONDENTS LIKED LEAST ABOUT THE INTERPRETIVE PROGRAM AND THEATRE (Five Most Common Attributes)

Attribute	Liked Least (Percent)
THE PROGRAM (N = 499 Responses)	
Interruptions	19
Too Long	15
Technical Talk	13
Too Short	11
Too Late	5
THE THEATRE (N = 544 Responses)	
Hard Seats	44
Too Warm	26
Too Crowded	9
Inside Setting	3
Couldn't Hear Well	3

* *Multiple Responses Allowed*

When interpreting Tables 8 and 9, it is important to note the N values, which are lower than the survey population of 1,659 persons. In other words, not all respondents answered these open-ended questions and the percentages presented should not necessarily be applied to the entire population.

The intent of these open-ended questions was to elicit attributes which were not in the formal attribute list but were nevertheless important to respondents. The program attributes list proved to be fairly comprehensive except that interruptions (e.g., people arriving late) emerged as a potentially important negative factor. The theatre attributes list could have been more explicit regarding "comfort". Many respondents found the seats too hard and the theatre too warm.

6.3 Conclusion

The predominant party type at the evening interpretive talk was: Mainland (81 percent); staying at Berry Hill Campground (59 percent); and self-described as a "couple" (51 percent - 60 percent were 2-person parties). This cluster of party attributes is greatly over-represented at the evening talk, compared to overall park profile data. The reasons for this are largely explained by the greater propensity for Mainlanders: to be first-time park visitors with a larger stake in learning about the park (i.e., they have invested more time and money in their trip and are less likely to return and have an opportunity to learn more); to stay at Berry Hill, the largest and closest campground; and to travel in 2-person parties.

The interpretive talk importance/performance analysis yielded very high scores on all attributes measured for both importance and performance. There is little, if any, corrective action required, at least from the perspective of those attending the program.

7.0 CAMPER SURVEY RESULTS

7.1 Population Estimates and Return Rates

Due to a number of problems in editing the campground registration data and matching it with the survey dataset, the number of usable survey records was reduced by 161 to 953: 351, 268, 148 and 186 for Berry Hill, Shallow Bay Lomond, and Trout River Pond campgrounds, respectively. However, the number of records is still quite high, considering the relative campground population sizes (see Table 10). The data are also weighted by "first stay/repeat stay" and origin to adjust for possible response biases introduced by these variables (e.g., same-season repeat users are likely to live close to the park and be in the same origin group but are unlikely to complete a second or third questionnaire on their return visit).

TABLE 10

POPULATION ESTIMATES AND RETURN RATES BY CAMPGROUND FOR THE SURVEY PERIOD (June 30 - September 4, 1989)

Campground	Number of Parties*	Return Rate (Percent) (Based on Retained Questionnaires)
Berry Hill	3,712	9.5
Shallow Bay	1,489	18.0
Lomond	767	19.3
Trout River Pond	415	44.8

**Equivalent to party-stay. One party staying 3 nights generates one party-stay but 3 party-nights.*

The Berry Hill survey sample was set at 50 percent of registrations, compared to a 100 percent sample at the other sites (i.e., with a 100 percent sample, the Berry Hill return rate would have been 19 percent). The much higher return rate at Trout River Pond may be due to different origin and repeat stay patterns for the reasons discussed above (more non-local visitors on their first stay).

7.2 Visitor Profile

7.2.1 Origin

Table 11 presents a detailed breakdown of the overall camper origin pattern.[4]

TABLE 11

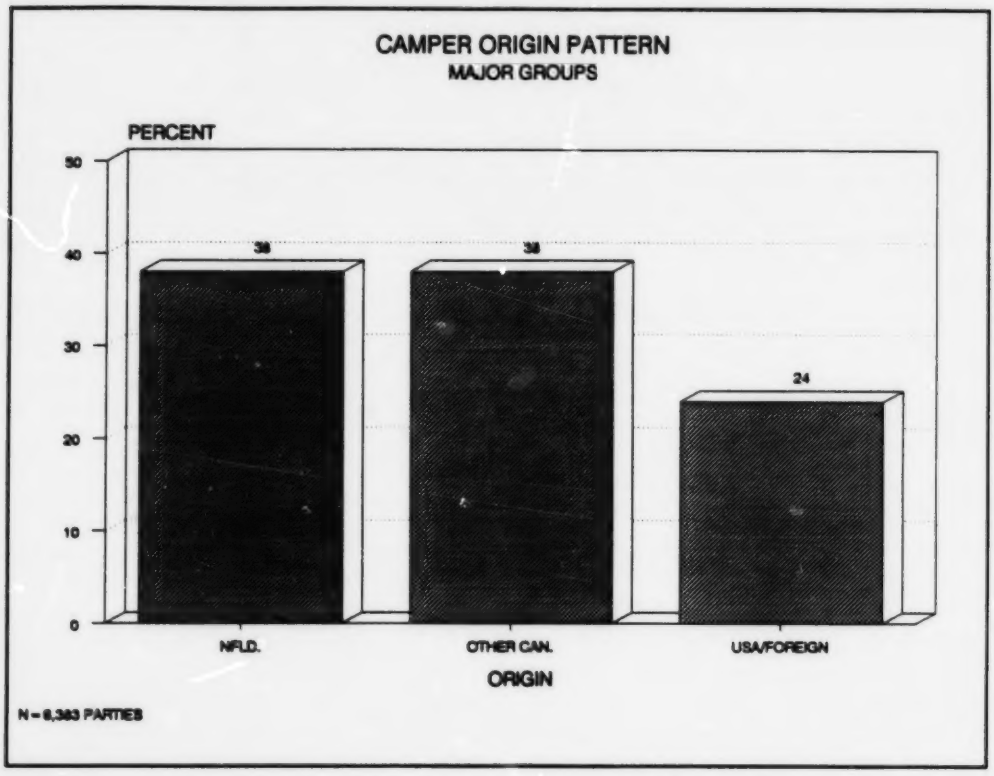
CAMPER ORIGIN PATTERN

Permanent Residence	Percent (N = 6,383 Parties)
Northern Peninsula	2
Census Div. 5 (Deer Lake/Corner Brook)	14
Census Div. 1 (Avalon Peninsula)	16
Other Newfoundland	6
Nova Scotia	8
N.B./P.E.I	3
Quebec	4
Ontario	19
Other Canada	4
U.S.A.	23
Other Foreign	1
	100%

4 For convenience, the term "Mainlanders" is used to refer to all non-Newfoundlanders and "VRC" refers to the Visitor Reception Centre. Also, for readability, the tables below round round percentages to the nearest whole number. Thus, some tables do not add precisely to 100 percent.

Figure 13 shows the origin pattern by three major origin groups.

FIGURE 13

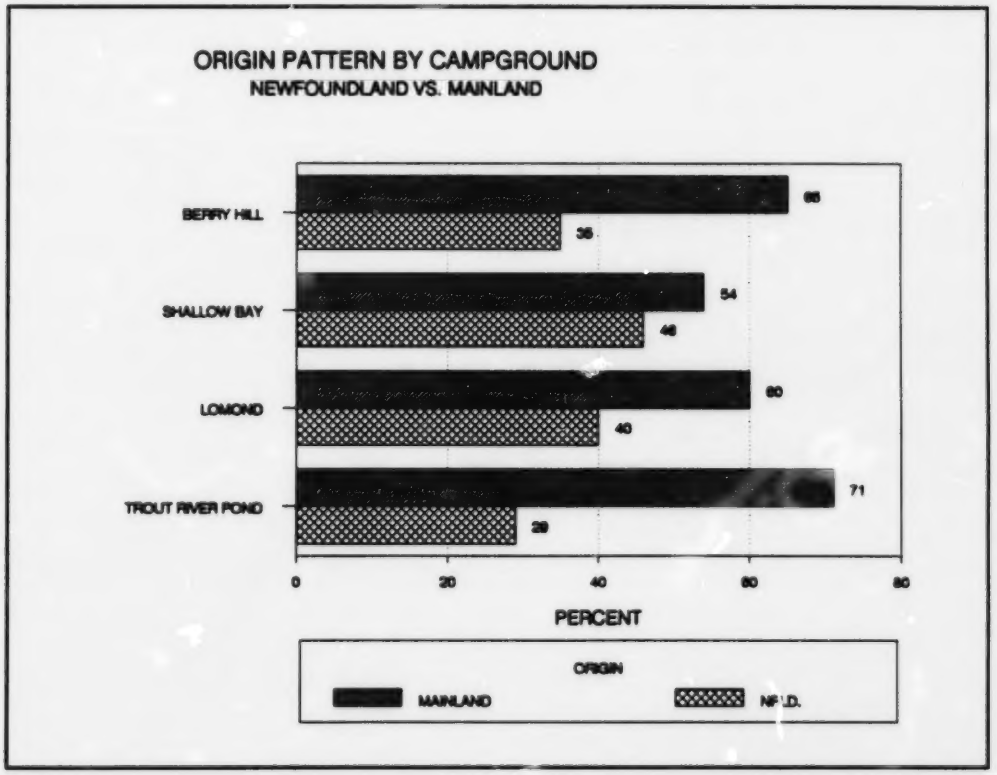


In terms of overall park attendance, Mainlanders were over-represented at the campgrounds: comprising 46 percent of all park visitors, compared to 62 percent at the campgrounds. This is to be expected, since overall attendance includes a large proportion of day users, mostly Newfoundlanders. In other words, Newfoundlanders are more likely to be day users and Mainlanders are more likely to be campers.

Origin varied somewhat by campground (see Figure 14). However, these differences are not as pronounced as they were a few years ago, when a substantial majority of Shallow Bay and Lomond campers were Newfoundlanders.

As Figure 14 demonstrates, Mainlanders are now a majority at all four campgrounds. Historically, they have been a majority at Berry Hill. The change at Shallow Bay and Lomond is due to an increase in Mainlanders (probably due to service upgrading and park promotion) rather than a decrease in actual numbers of Newfoundland campers. However, the number of Newfoundland campers at Shallow Bay has levelled off while Lomond has experienced an increase over 1987. Trout River Pond Campground has only been open for 2 years and Mainlanders have comprised about 70 percent in both years.

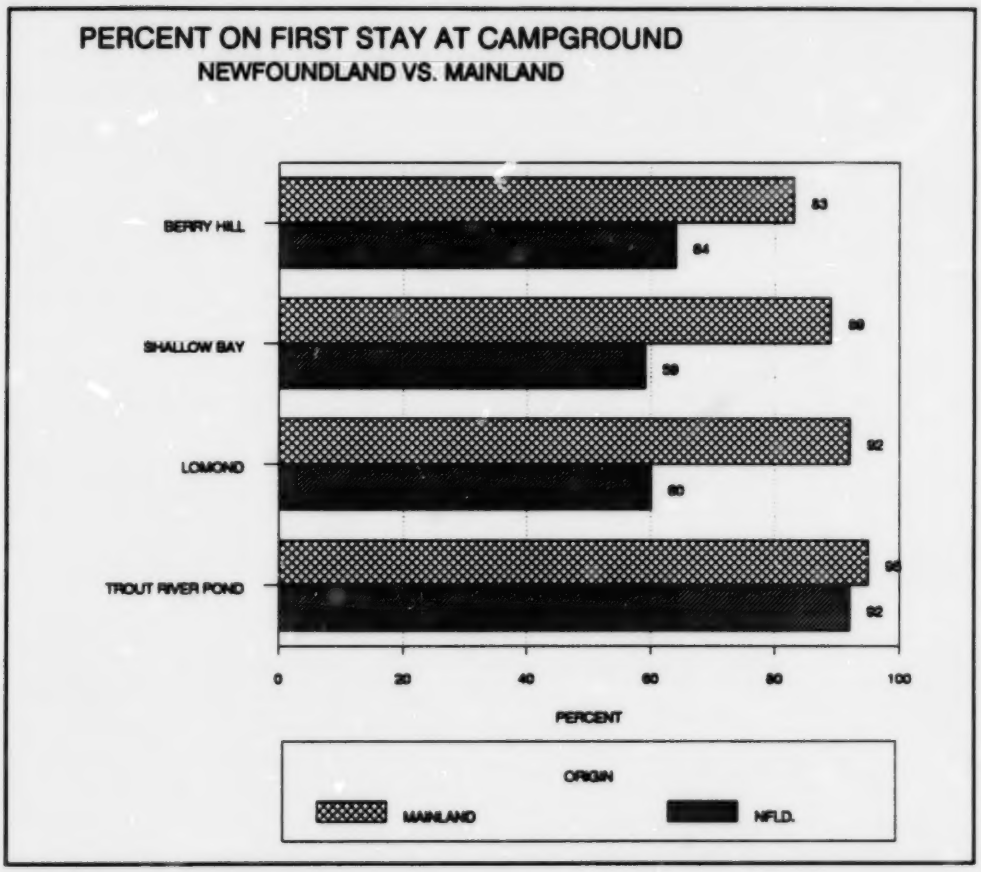
FIGURE 14



7.2.2 First/Repeat Stay at Campground

Figure 15 shows the percent of parties on their first stay at the four campgrounds by the two main origin groups.

FIGURE 15



There was a high level of first stay campers, ranging from a low of 59 percent for Newfoundlanders using Shallow Bay to a high of 95 percent for Mainlanders at Trout River Pond.

Overall, the first stay percentages for Berry Hill, Shallow Bay, Lomond and Trout River Pond are: 76; 75; 79; and 94 percent. Except for Trout River Pond (which opened in 1988 and had a 97 percent first stay percentage in its first

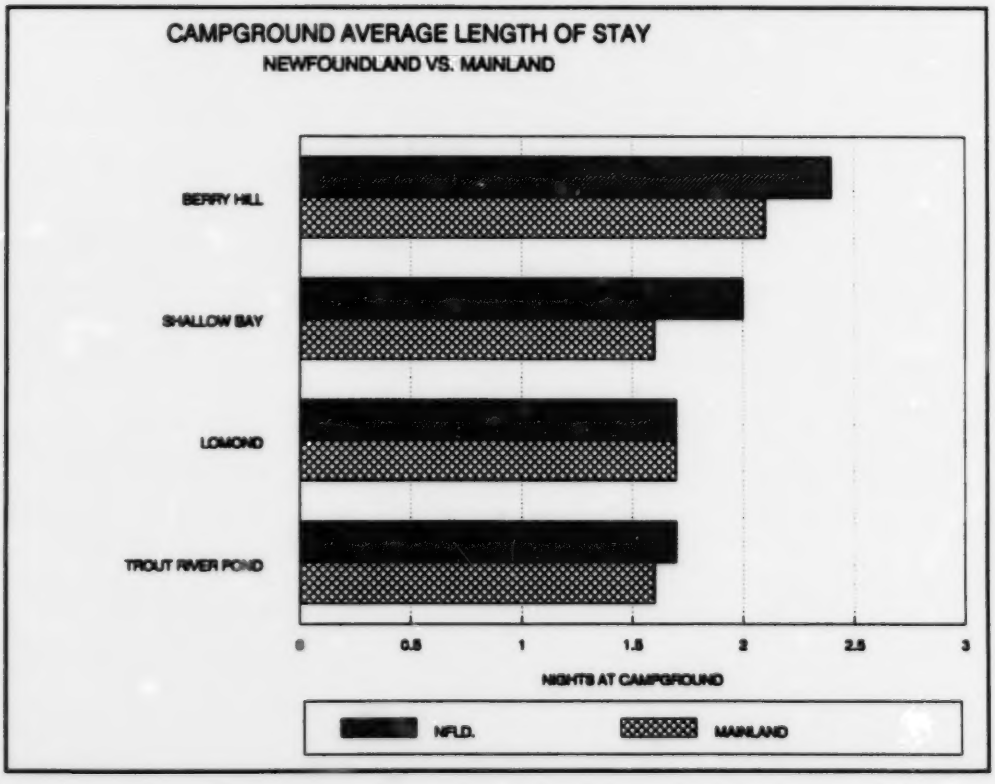
year), these percentages are all above the five-year averages of 65,65 and 71 percent for Berry Hill, Shallow Bay and Lomond. It is encouraging that Gros Morne is attracting substantial numbers of new campers, although long-term party-night growth also depends upon a strong repeat use market.

7.2.3 Campground Length of Stay

As Figure 16 demonstrates, Newfoundlanders tended to stay longer than Mainlanders, except for Lomond, where the average length of stay was equal.

Overall, the average lengths of stay were 2.2, 1.7, 1.8 and 1.6 nights for Berry Hill, Shallow Bay, Lomond and Trout River Pond, respectively. This compares to five-year averages (a two-year average for Trout River Pond) of 2.0, 1.7, 1.7 and 1.5 nights. Thus, all campgrounds except Shallow Bay have experienced length of stay increases in 1989.

FIGURE 16



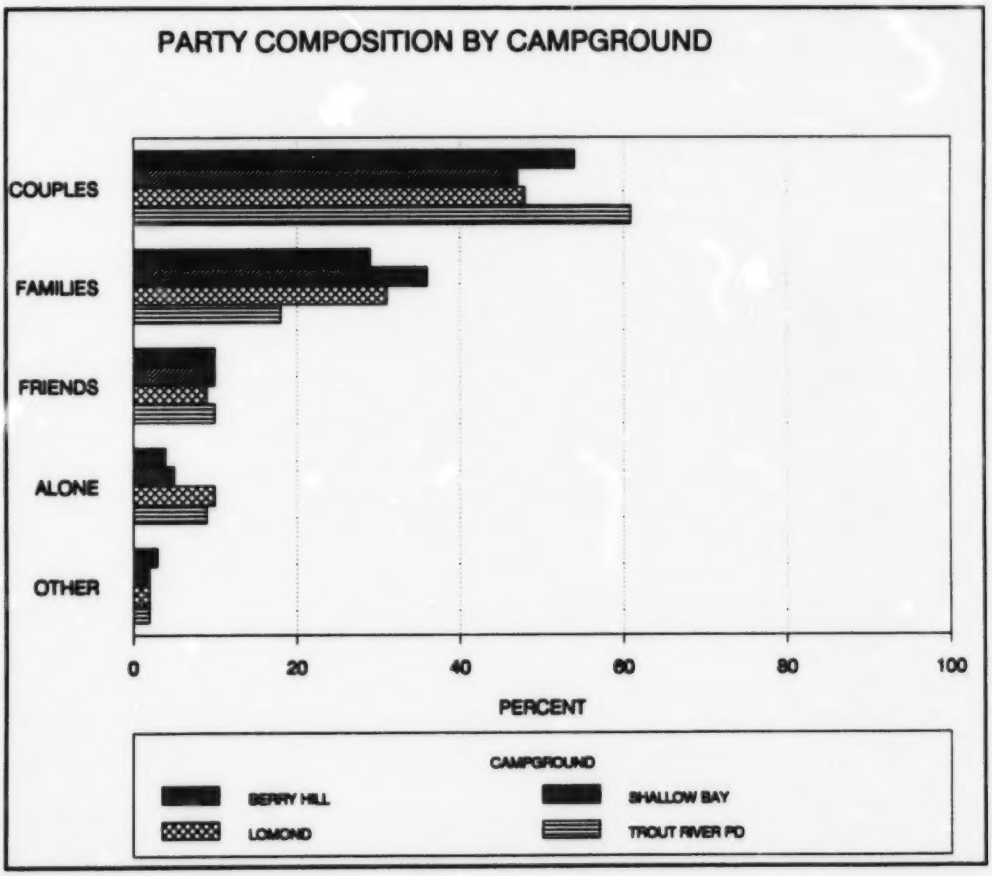
7.2.4 Party Size

The average camper party size was 2.6 persons. Newfoundlanders averaged 3 and Mainlanders 2.4 persons. Overall, 61 percent of parties had 2 persons and 17 percent had 4 persons. There were some differences in average party size by campground: 2.6, 2.8, 2.7 and 2.3 persons for Berry Hill, Shallow Bay, Lomond and Trout River Pond respectively.

7.2.5 Party Composition

Figure 17 presents the party composition breakdown by campground.

FIGURE 17



Overall, the party composition patterns for the four campgrounds are similar, with couples predominating. In fact, the percentage of parties describing themselves as a couple (50 percent of the "groups of friends" category are also 2-person parties) ranged from 47 percent at Shallow Bay to 61 percent at Trout River Pond. A review of the campground registration party-size data has verified that the survey data accurately reflects the percentage of one and two-person parties.

7.2.6 Age/Sex Profiles

As figures 18 to 21 demonstrate, the age/sex distributions for the four campgrounds are characterized by concentrations in the 15-34 and 35-49 age groups. However, Shallow Bay and Lomond have a larger proportion of children under 12.

FIGURE 18

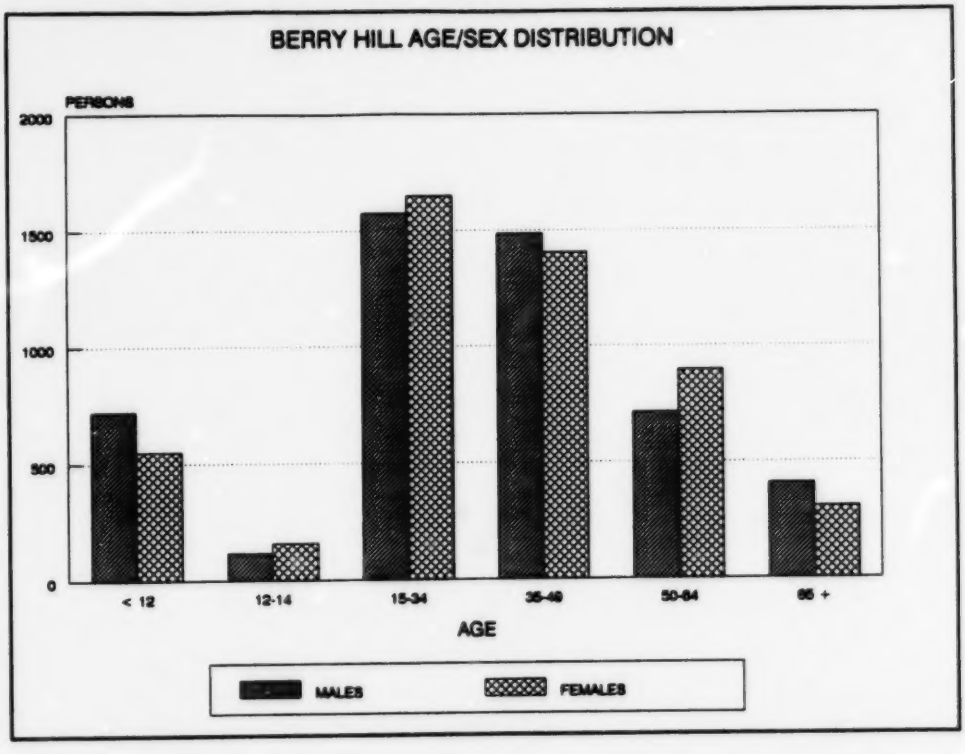


FIGURE 19

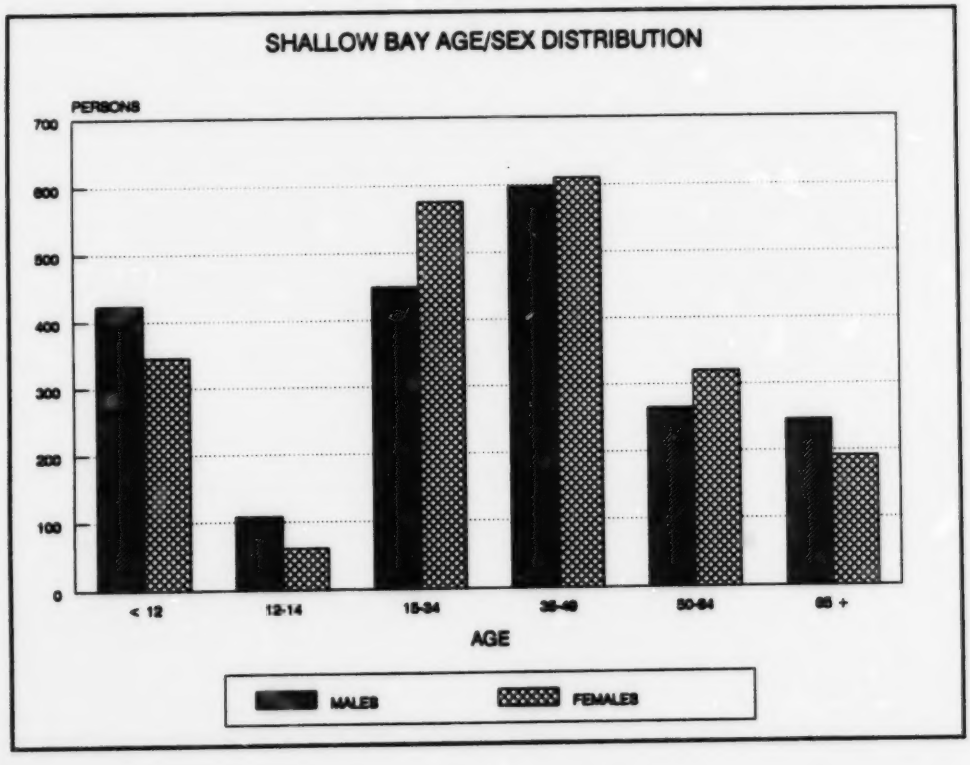


FIGURE 20

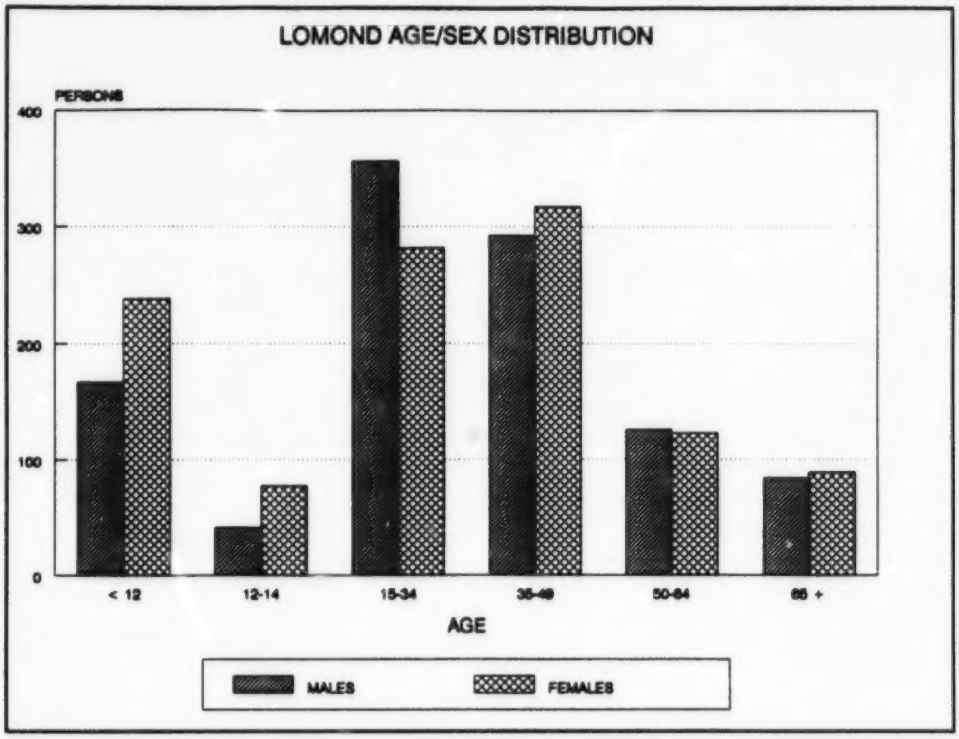
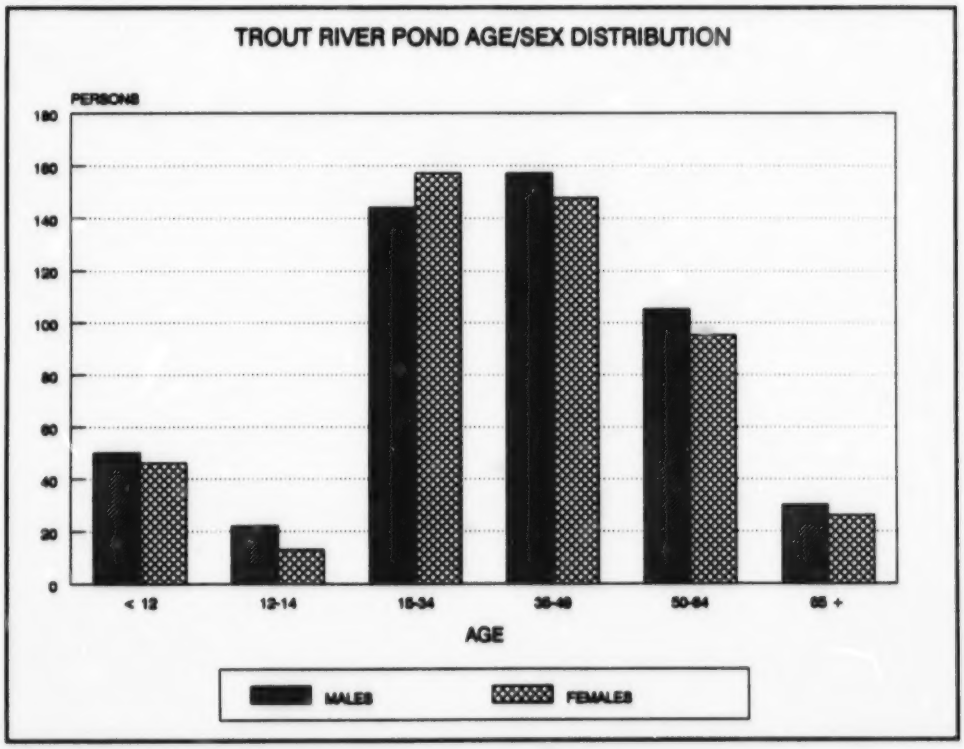


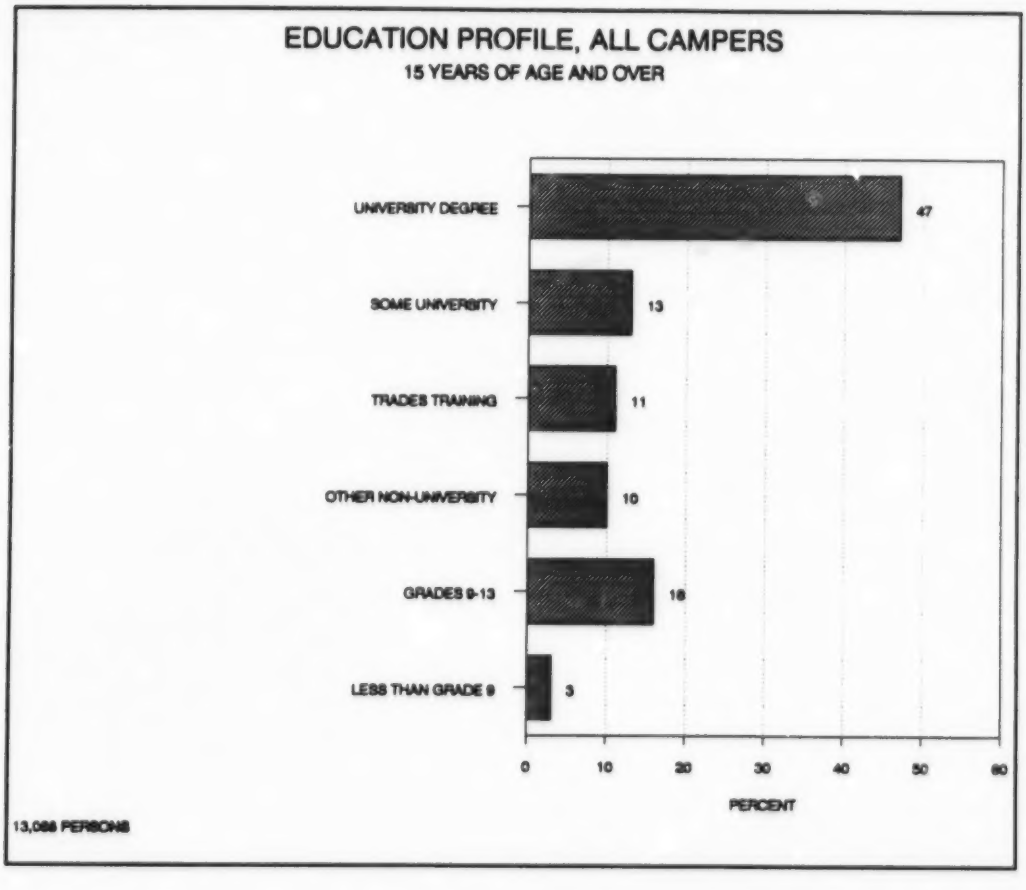
FIGURE 21



7.2.7 Education profile

While national parks tend to draw people with above-average education, the strength of this phenomenon for Gros Morne campers is rather surprising (see Figure 22).

FIGURE 22



A very high 47 percent of Gros Morne campers 15 years of age or over possess a university degree and another 13 percent have had some university training. For Newfoundlanders, the percentage of persons with degrees is still high at 34 percent (compared to a provincial rate of 5.6 percent).

7.3 Camping Equipment Used

Table 12 presents the type of camping equipment used at each campground. The majority of camping parties used tents, except at Shallow Bay.

TABLE 12

CAMPING EQUIPMENT BY CAMPGROUND

Equipment	Percent By Campground (Parties)			
	Berry Hill (N = 3,712)	Shallow Bay (N = 1,489)	Lomond (N = 767)	Trout River Pond (N = 415)
Tent	61	44	53	60
Tent Trailer	10	9	6	2
Travel Trailer	4	8	10	4
Truck/Van Camper	14	23	21	21
Motor Home	11	16	10	13
Other	--	--	--	2

The five year averages show that the percentage of tents has increased for Berry Hill, Shallow Bay and Lomond: 53, 39 and 47 percent over five years compared to 61, 44 and 53 percent in 1989. In fact, this is a fairly steady trend not evidenced in other camping equipment categories.

7.4 Use of Selected Interpretive Facilities and Services

Table 13 presents the party visitation rates by campground for a variety of interpretive facilities and services (note that questions elicited a **party** response: if one or members of the party participated, the party was deemed to have done so). The inverse relationship of facility visitation rates to distance

from the campground is very strong. For example, the party visitation rates for the VRC and Lobster Cove Head Lighthouse decrease progressively as distance increases. This is also true for other facilities and for the evening interpretive talk, which is held in the VRC.

TABLE 13

INTERPRETIVE FACILITY AND SERVICE USE BY CAMPGROUND

Facility/Service	Percent By Campground (Parties)			
	Berry Hill (N=3,712)	Shallow Bay (N=1,489)	Lomond (N=767)	Trout River Pond (N=415)
VRC	76	49	40	32
Lobster Cove Head Lighthouse	65	48	33	22
Western Brook Pond Telescope Exhibit	39	44	20	16
Tablelands Exhibit	27	19	48	72
Hanging Valley Sign	23	18	15	10
S.S. Ethie Sign	47	48	25	5
Lobster Cove Head Campfire	12	9	2	1
Guided Walk	11	10	8	4
Evening Interpretive Program	40	19	16	9

7.5 Use of VRC and VRC Evening Interpretive Program and Reasons for Not Using Them

As we saw in Table 13, VRC party visitation rates range from a high of 76 percent for Berry Hill to a low of 32 percent for Trout River Pond. The evening interpretive program rates range from 40 percent for Berry Hill to 9 percent for Trout River pond. While proximity appears to be a major influencing factor on visitation, it is not the only reason cited for non-use, as Table 14 shows.

TABLE 14

MOST COMMON REASONS FOR NOT USING THE VRC BY CAMPGROUND (Multiple Responses Allowed)

Reason	Percent By Campground (Parties)			
	Berry Hill (N = 865)	Shallow Bay (N = 701)	Lomond (N = 446)	Trout River Pond (N = 264)
Visited/Used Before On Prior Trip or While Staying at Another Campground	29	50	50	35
Was Not Aware of It	37	28	12	17
Not Enough Time	14	3	3	4
Too Far to Travel	9	8	16	22
Late Arrival at Park	2	2	--	--
Will Visit Later	2	--	7	5

It is worth noting that, except for Berry Hill, the main reason for not using the VRC was that the party had previously visited it. It is also worth noting that the second most common reason for Berry Hill and Shallow Bay campers was

that they were not aware of the VRC. The second most common reason for Lomond and Trout River Pond was distance: too far to travel.

Reasons for not attending the VRC evening interpretive program (see Table 15) are more diverse: however, distance emerges as the major factor for Shallow Bay, Lomond and Trout River Pond (43, 41 and 38 percent respectively, citing it). Even 10 percent of Berry Hill campers cite distance as a reason for not attending the program. Lack of awareness, at 14 to 16 percent, is also an important factor.

TABLE 15

MOST COMMON REASONS FOR NOT ATTENDING THE VRC EVENING INTERPRETIVE PROGRAM (Multiple Responses Allowed)

Reason	Percent By Campground (Parties)			
	Berry Hill (N = 1,455)	Shallow Bay (N = 527)	Lomond (N = 240)	Trout River Pond (N = 118)
Attended Before	7	3	8	2
Too Busy	19	7	5	6
Not Enough Time	18	13	8	10
Was Not Aware of It	15	16	14	15
Too Far to Travel	10	43	41	38
Too Tired	8	6	7	2
Starting Time Too Late	2	2	12	2
Late Arrival at Park	4	2	--	6

7.6 Demand For Additional or New Interpretive Programs and Facilities

Camper parties were asked whether they would use or visit certain programs or facilities if they had been available during their park visit (see Table 16). As Table 16 demonstrates, there is a very high and consistent demand of 68-72 percent for interpretive programs at campgrounds. However, demand for children's programs at either the campgrounds or the VRC is much lower: a reflection of the fact that most camper parties were composed of adults only.

TABLE 16

DEMAND FOR NEW OR ADDITIONAL INTERPRETIVE PROGRAMS AND FACILITIES BY CAMPGROUND

Program/Facility	Percent of Parties Who Would Have Used If Offered			
	Berry Hill (N=3,712)	Shallow Bay (N=1,489)	Lomond (N=767)	Trout River Pond (N=415)
Interpretive Programs At Campgrounds	68	68	72	69
Children's Programs At Campgrounds	23	34	29	14
Children's Programs at VRC	15	16	12	9
Outdoor Theatre at Respondent's Campground	70	70	73	57
Enclosed Theatre at Respondent's Campground	59	56	48	44
More Guided Walks*	45	17	14	30
Campfires* At Campgrounds	9	10	10	12
More Interpretive Signs*	10	15	10	25

** Specified by Respondents in "other" category.*

Except for Trout River Pond, demand for an outdoor theatre at the respondent's campground is very high at 70 to 73 percent: interestingly, considerably higher than the demand for an enclosed theatre. Whether respondents have realistically assessed the Newfoundland realities of flies and weather is a moot point.

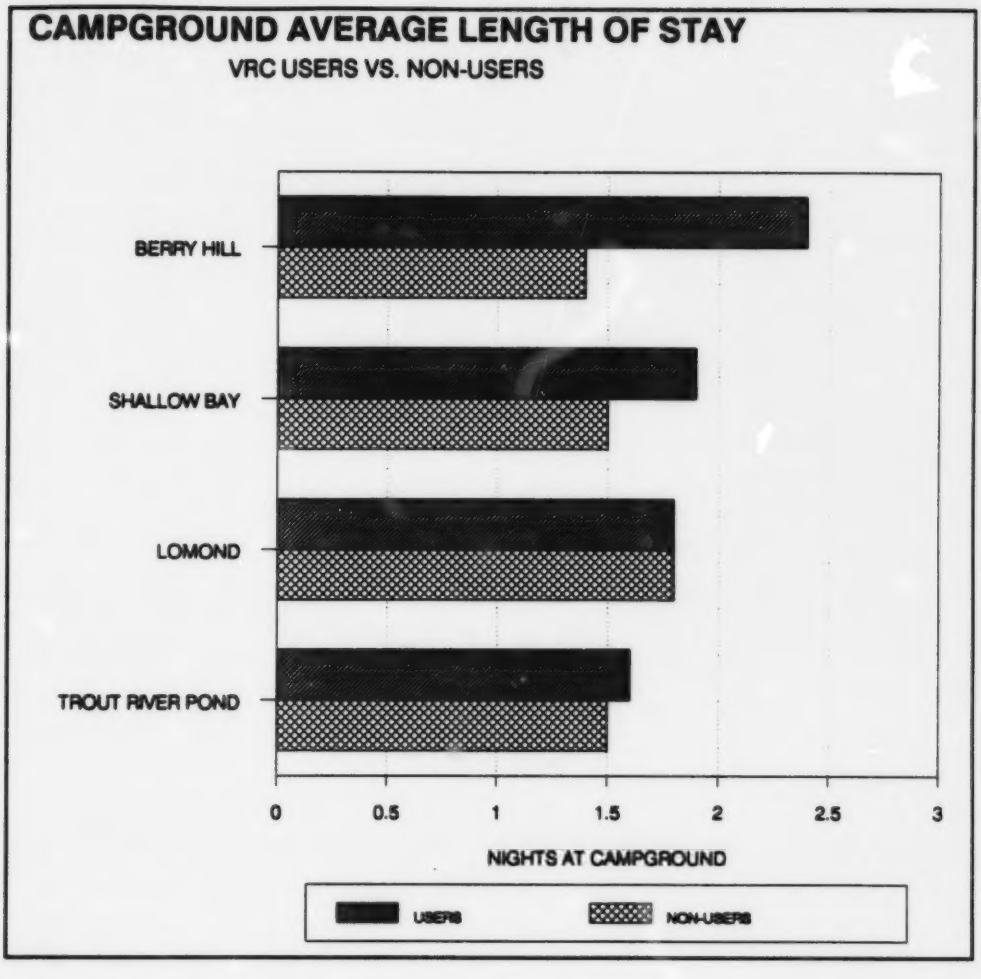
7.7 Camper Segmentation: The VRC User Vs. The Non-User

Park staff are working on a conceptualization of visitors according to their personal orientation and/or degree of involvement with the interpretive program. For example, there are: the sightseers, who just pass through the park; the explorers, who like to learn about the park independently; the learners, who seek out and utilize interpretive facilities and services; and the socializers, who come to camp and relax. While our Gros Morne surveys thus far have not been structured to measure this concept directly, some preliminary analysis is possible. For example, campers may be grouped on the basis of VRC use (below, VRC users also include 19 percent who reported using the VRC during a previous visit but not on the current one).

While there are some differences in the characteristics of VRC users and non-users, these differences are generally not large. As Figure 23 shows, VRC use was related to length of stay, but much more so at Berry Hill than the other campgrounds.

Basically, the longer the stay, the more likely the party was to visit the VRC, especially for Berry Hill. Berry Hill campers staying one night may not have the time or the inclination to visit the VRC.

FIGURE 23



As Table 17 shows, non-VRC users had consistently lower facility/service participation rates than VRC users. These differences also exist among VRC users and non-users staying at the same campground.

TABLE 17

USE OF INTERPRETIVE FACILITIES AND SERVICES BY VRC USERS AND NON-USERS

Facility/Service	Percent Using (Parties)	
	VRC Users (N = 4,873)	Non VRC Users (N = 1,442)
Lobster Cove Head Lighthouse	59	38
Western Brook Pond Telescope Exhibit	39	28
Tablelands Exhibit	32	28
Hanging Valley Sign	21	16
S.S. Ethie Sign	48	24
Lobster Cove Head Campfire	10	7
Guided Walk	11	6
Evening Interpretive Program	34	--

As Table 18 shows, these lower participation rates are also reflected in a lower demand for new or additional interpretive programs and facilities. The one exception is the greater demand by Non-VRC users for interpretive campfires at campgrounds (except for Berry Hill, where there was no demand by non-VRC users).

TABLE 18

DEMAND FOR NEW OR ADDITIONAL INTERPRETIVE PROGRAMS AND FACILITIES BY VRC USERS AND NON-USERS

Program/Facility	Percent of Parties Who Would Have Used If Offered	
	VRC Users (N = 4,873)	Non-VRC Users (N = 1,442)
Interpretive Programs at Campgrounds	73	55
Children's Programs at Campgrounds	26	24
Children's Programs at VRC	16	10
Outdoor Theatre at Respondents' Campground	71	65
Enclosed Theatre at Respondents' Campground	57	51
More Guided Walks*	33	16
Campfires at Campgrounds*	7	28
More Interpretive Signs*	14	5

* *Specified by Respondents in "other" category.*

7.8 Campers' Unsolicited Comments

Further comments were mainly of a general nature or of a very low frequency, except for those in Table 19.

TABLE 19

MOST COMMON GENERAL COMMENTS BY CAMPERS

Comment	Percent (N = 3,972 Parties)
Provide More Information on Port aux Basques Ferry, etc.	8
More/Better Showers, Restrooms	7
Washrooms Dirty	6
Provide Electric Hook-Ups	3

7.9 Conclusion

The camper survey has provided key data for the development of Gros Morne's interpretive program. The data on demand for interpretive programs and facilities is especially useful and can be used in spin-off reports such as the VRC Theatre expansion options analysis.

BIBLIOGRAPHY

Albaum, G. and B.D. Murphy. "Extreme Response on a Likert Scale". Psychological Reports, 1988, 63, 501-502.

Kennedy, D.W. "Importance-Performance Analysis in Marketing and Evaluating Therapeutic Recreation Services". Therapeutic Recreation Journal, Third Quarter, 1986.

Mengak, K.K., Dottavio, F. and J.T. O'Leary. "Use of Importance-Performance Analysis to Evaluate a Visitor Center". Journal of Interpretation, Vol., 11, No.2, 1986.

Mengak, K.K. Use of Importance-Performance Analysis to Evaluate a Visitor Centre. Msc Thesis, Clemson University. Mengak, 1985.

Rasmussen, J.L. "Analysis of Likert-Scale Data: A Reinterpretation of Gregoire and Driver." Psychological Bull. 1989, Vol. 105, No. 1, 167-170. American Psychological Ass., 1989.

Shrigley, R.L. and T.R. Koballa, Jr. "Attitude Measurement: Judging the Emotional Intensity of Likert-Type Science Attitude Statements". Journal of Research in Science Teaching, Vol. 21, No. 2, pp. 111-118, 1984.

Wallace, S.J., et al. "Evaluation of Management Performance in Campgrounds". Proceedings: Southeastern Recreation Research Conference, Feb. 28-March 1, 1985.

APPENDIX

QUESTIONNAIRES

VISITOR RECEPTION CENTRE EXIT INTERVIEW, 1989
GROS MORNE NATIONAL PARK

ID# _____ MONTH _____ ☐☐☐☐ 1 2 3 4

DAY _____ TIME _____ LANGUAGE _____

INSTRUCTIONS: Choose a respondent according to the procedures in your Interviewer's Manual. If unsure, ask whether the selected person is 15 years or older. ☐☐ 5 6

Hello, my name is _____ The Canadian Parks Service is doing a survey to help us plan for the future of Gros Morne National Park. Would you help us by answering a few questions? All of your answers will be treated in accordance with the Access to Information and Privacy acts. Of course, participation is voluntary. A summary of the information collected can be obtained by contacting the Regional Director or the Canadian Parks Services' Access to Information Coordinator, quoting registration number **DOE/CPS-015-03655**. ☐ 7 ☐☐ 8 9 ☐ 10

1 Where is your permanent residence? ☐☐ 11 12

_____
City/Town/Village Prov./State

_____ ☐☐☐☐☐☐☐ 13 14 15 16 17 18 19
Country Postal/Zip Code

2 (Ask if necessary) Including yourself, how many people are in your party on this visit to the Visitor Reception Centre?

_____

3 (Ask if necessary) Including yourself, how many are 15 years of age or over? ☐☐ 20 21

_____

4 (Ask if necessary) Which of the following best describes your party on this visit to the centre? ☐ 22

1 ☐ Alone
2 ☐ Couple
3 ☐ Family with Children
4 ☐ Group of Friends
5 ☐ Organized Group
6 ☐ Other (specify)
_____ ☐ 23

5 Is this your first visit to the Visitor Reception Center?

1 ☐ Yes 2 ☐ No

6 Is this your first visit to Gros Morne? ☐ 24

1 ☐ Yes 2 ☐ No

7 About how long was your stay at the Visitor Reception Centre? ☐ 25

_____ minutes _____ or Hours ☐☐☐ 26 27 28

8 What were your reasons for visiting the Centre? 29 ☐☐ 30 31 ☐☐ 32 33 ☐☐ 34 35 ☐☐ 36 37 ☐☐ 38 39 ☐☐ 40

1 ☐ Get General Information on Park
2 ☐ Get Information on Camping
3 ☐ Get Information on Hiking
4 ☐ See Interpretive Exhibits
5 ☐ Get Park Map
6 ☐ Entertain Children
7 ☐ Something to Do
8 ☐ Attend Evening Interpretive Talk
9 ☐ See Film
10 ☐ Use Washroom
11 ☐ Special Event (Specify)_____
12 ☐ Other (Specify) _____

9 While on this visit to the centre, which of the following did you visit or use? 41 ☐☐ 42 43 ☐☐ 44 45 ☐☐ 46 47 ☐☐ 48

1 ☐ Information Desk
2 ☐ Main Theatre to See Film, Gros Morne, A Matter of Time
3 ☐ Main Theatre to See Slide Show, When Continents Collide
4 ☐ Main Theatre to Attend Evening Interpretive Talk
5 ☐ Video Theatre
6 ☐ Telescope
7 ☐ Relief Map Of Park
8 ☐ Exhibit Area

10 Where do you plan to stay tonight? 49 ☐☐ 50

1 ☐ Berry Hill Campground
2 ☐ Hotel/Motel in Park Area
3 ☐ Shallow Bay Campground
4 ☐ Lomond Campground
5 ☐ Trout River Pond Campground
6 ☐ Home of Friends/Relatives
7 ☐ Own Home
8 ☐ Not Sure
9 ☐ Other (specify)
_____

THANK YOU FOR YOUR CO-OPERATION.

	Very Poor			Neutral			Very Good	No Opinion	PLEASE DO NOT WRITE IN SHADED AREA
	1						7		
Gave Appreciation of Park's Importance	1	2	3	4	5	6	7	[ ]	44
Encouraged Park Exploration	1	2	3	4	5	6	7	[ ]	45
THEATRE									
Seating Capacity	1	2	3	4	5	6	7	[ ]	46
Comfort	1	2	3	4	5	6	7	[ ]	47
Location	1	2	3	4	5	6	7	[ ]	48
Safe Access	1	2	3	4	5	6	7	[ ]	49
Handicapped Access	1	2	3	4	5	6	7	[ ]	50

11 What did you like *most* and *least* about the evening interpretive program?

Most: _____ 51 52

Least _____ 53 54

12 What did you like *most* and *least* about the VRC theatre?

Most: _____ 55 56

Least: _____ 57 58

13 We welcome any further comments.

_____ 59 60

_____

_____

_____

_____

_____

_____

_____

_____

THANK YOU FOR YOUR CO-OPERATION.

Canada

REGISTRATION # :DOE/CPS-015-03655

Environment Canada / Environnement Canada

Canadian Parks Service / Service canadien des parcs

EVENING INTERPRETIVE PROGRAM QUESTIONNAIRE, 1989

GROS MORNE NATIONAL PARK

The Canadian Parks Service is doing a survey to help us plan for the future of Gros Morne National Park. Would you help us by answering a few questions? All of your answers will be treated in accordance with the Access to Information and Privacy acts. Of course, participation is voluntary. A summary of the information collected can be obtained by contacting the Regional Director or the Canadian Parks Services' Access to Information Coordinator, and quoting the registration number at the bottom of this questionnaire.

Instructions: Please complete one questionnaire per party (by a person 15 years of age or over). Your party is considered to be those person(s) who have travelled together in the same vehicle on this visit to the evening interpretive program. Even if your party has completed this questionnaire at a previous interpretive program this year, we would appreciate your doing so again. You may leave the completed questionnaire in the deposit box near the theatre exit. Thank you for your cooperation.

PLEASE DO NOT WRITE IN SHADED AREA

1 _____ 3

4 5

6

7

8 9

Where is your permanent residence?

PLEASE DO NOT WRITE IN SHADED AREA

City/Town/Village Prov./State Country Postal/Zip Code

10 ☐☐☐☐☐☐☐ 16

2 **Including yourself, how many people are in your party on this visit to our interpretive program?** 17 ☐☐ 18

3 **How many in your party are 15 years of age or over?** 19 ☐☐ 20

4 **Are you 15 years of age or over?** ☐ 21

1 ☐ Yes 2 ☐ No

5 **Which of the following best describes your party on this visit to the interpretive program?** ☐ 22

1 ☐ Alone
2 ☐ Couple
3 ☐ Family with Children
4 ☐ Group of Friends
5 ☐ Organized Group
6 ☐ Other(specify)

6 **Have you attended an evening interpretive program in this theatre before?** ☐ 23

1 ☐ Yes 2 ☐ No

7 **Is this your first visit to Gros Morne?** ☐ 24

1 ☐ Yes 2 ☐ No

8 **Where are you staying tonight?** 25 ☐☐ 26

1 ☐ Berry Hill Campground
2 ☐ Hotel/Motel in Park Area
3 ☐ Shallow Bay Campground
4 ☐ Lomond Campground
5 ☐ Trout River Pond Campground
6 ☐ Home of Friends/Relatives
7 ☐ Own Home
8 ☐ Not Sure
9 ☐ Other (specify)

9 **The following list of features are things which one might expect from a park evening interpretive program or theatre. We would like to know how *important* these features are in making your attendance at an event such as this evening's program a worthwhile experience. Please circle the number between 1 and 7 which best reflects your importance rating, where: 1 = Not at all Important and 7 = Very Important.**

PLEASE DO NOT WRITE IN SHADED AREA

	Not At All Important			Neutral			Very Important	No Opinion	
	1	2	3	4	5	6	7		
EVENING INTERPRETIVE PROGRAM...									27
									28
									29
									30
Which is Informative	1	2	3	4	5	6	7		31
Which is Entertaining	1	2	3	4	5	6	7		
Which has Film(s)/Slide Show(s) of High Technical Quality	1	2	3	4	5	6	7		32
With Appropriate Length	1	2	3	4	5	6	7		
At Desired Time	1	2	3	4	5	6	7		33
Which Gives Appreciation of Park's Importance	1	2	3	4	5	6	7		
Which Encourages Park Exploration	1	2	3	4	5	6	7		34
THEATRE									35
Which is Uncrowded	1	2	3	4	5	6	7		36
Which is Comfortable	1	2	3	4	5	6	7		37
At Convenient Location	1	2	3	4	5	6	7		
With Safe Access	1	2	3	4	5	6	7		
With Adequate Handicapped Access	1	2	3	4	5	6	7		38

10 **Please circle the number next to the following features of the evening interpretive program and the VRC theatre which best reflects your performance rating of your experience this evening. Please note that this question differs from question 9, where you were asked to rate how *important* certain features were in making the program a worthwhile experience. You are now being asked your opinions about how this evening's program *performed*. 1 = very poor and 7 = very good.**

	Very Poor			Neutral			Very Good	No Opinion	
	1	2	3	4	5	6	7		
EVENING INTERPRETIVE PROGRAM..									39
									40
Information Content	1	2	3	4	5	6	7		
Entertainment Value	1	2	3	4	5	6	7		41
Technical Quality of Film(s) / Slide Show(s)	1	2	3	4	5	6	7		42
Length	1	2	3	4	5	6	7		
Starting Time	1	2	3	4	5	6	7		43

Canadian Parks Service | Service canadien des parcs

CAMPER INTERPRETIVE SURVEY, 1989

GROS MORNE NATIONAL PARK

The Canadian Parks Service is doing a survey to help us plan for the future of Gros Morne National Park. Would you help us by answering a few questions? All of your answers will be treated in accordance with the Access to Information and Privacy acts. To provide us with more information, your camping permit will be matched to this questionnaire with your consent. Though the permit information is required to register for camping, completion of the questionnaire is voluntary. A summary of the information collected can be obtained by contacting the Regional Director or the Canadian Parks Services' Access to Information Coordinator, quoting the registration number shown at the bottom of this document.

Instructions: Please complete this questionnaire just before the end of your stay at this campground. ***If you have stayed at more than one campground during this visit, please answer for activities participated in while staying at the the present campground only.*** *Please answer for your* ***camping party (i.e., all persons occupying one campsite)***. For example, if one party member has visited the Visitor Reception Centre, the party is considered to have done so.Please check the block next to your answer. You may leave the questionnaire with the kiosk attendant or deposit it in the survey box near the Kiosk. To save space, the Visitor Reception Centre is referred to as the VRC.

Canada

REGISTRATION # : DOE/CPS-015-03604
PERSONAL INFORMATION BANK # : DOE/P-PU-068

1 **Which of the following best describes your camping party?**

1 ☐ Alone
2 ☐ Couple
3 ☐ Family with Children
4 ☐ Group of Friends
5 ☐ Organized Group
6 ☐ Other (specify) _____

PLEASE DO NOT WRITE IN SHADED AREA

☐ 5

2 ***While staying at this campground*, which, if any, of the following did you or any member of your camping party visit or use?**

	Visited/ Used	Did Not Visit/Use
1 Lobster Cove Head Lighthouse	☐	☐
2 Western Brook Pond Telescope Exhibit	☐	☐
3 Tablelands Exhibit	☐	☐
4 Hanging Valley Roadside Sign	☐	☐
5 S. S. Ethie Sign	☐	☐
6 Lobster Cove Head Lighthouse Campfire	☐	☐
7 Guided Walk	☐	☐

☐ 6
☐ 7
☐ 8
☐ 9
☐ 10
☐ 11
☐ 12

3 (a) ***While staying at this campground*, did you or any member of your party visit the VRC?**

1 ☐ Yes 2 ☐ No

☐ 13

(b) **(IF NO) What were your party's reason(s) for not visiting the VRC? (*check all which apply*)**

Visited/ Used Before	Wasn't Aware Of It	Too Far to Travel	Other (specify)
☐	☐	☐	_____

14 ☐☐ 15

4 (a) **(FOR THOSE WHO VISITED THE VRC) *While staying at this campground*, did you or any member of your party attend the VRC evening interpretive program?**

1 ☐ Yes 2 ☐ No

☐ 16

(b) **(IF NO) What were your party's reason(s) for not attending? (*check all which apply*)**

Attended Before	Wasn't Aware Of It	Too Far to Travel	Other (specify)
☐	☐	☐	_____

17 ☐☐ 18

5 **We are considering a number of improvements to our interpretive program. Please indicate which of the following your party would use/visit if they were available during your present visit.**

	Yes	No	Not Sure
Children's Programs at Campgrounds	☐	☐	☐
Children's Programs at Visitor Reception Centre	☐	☐	☐
Interpretive Programs at Campgrounds	☐	☐	☐
Outdoor Theatre at Your Campground	☐	☐	☐
Enclosed Theatre at Your Campground	☐	☐	☐
Other (specify) _____			

PLEASE DO NOT WRITE IN SHADED AREA

☐ 19
☐ 20
☐ 21
☐ 22
☐ 23
☐ 24

6 **Including yourself, how many members of your party belong to each of the following age and sex categories?**

Age	Under 12	12-14	15-34	35-49	50-64	Over 64
Male						
Female						

25 ☐☐ 26
27 ☐☐ 28
29 ☐☐ 30
31 ☐☐ 32
33 ☐☐ 34
35 ☐☐ 36

7 **Including yourself, how many members of your party 15 years of age and over belong to the following educational categories?**

Less Than Grade 9	Grades 9 - 13	Trades Training	Other Non University (e.g., College)	Some University	University Degree

37 ☐☐ 38
39 ☐☐ 40
41 ☐☐ 42

8 **We welcome any further comments.**

_____
_____
_____

43 ☐☐ 44

9 **Do you permit us to match your questionnaire responses to your camping permit information?**

1 ☐ Yes 2 ☐ No

☐ 45
☐ 46

THANK YOU FOR YOUR CO-OPERATION.
PLEASE DON'T FORGET TO LEAVE YOUR QUESTIONNAIRE WITH THE KIOSK ATTENDANT OR DEPOSIT IT IN THE SURVEY BOX NEAR THE KIOSK.

CAMPING PERMIT

Parks Canada / Parcs Canada	B·07249
CAMPING PERMIT VALID ONE DAY ONLY NOT TRANSFERABLE Canada 1885 1985	SITE 25 DATE 6/7/86

CAMPER'S STUB

I.D. NO. 10001 ← HANDBACK QUESTIONNAIRE I.D. NO.
B·07249

NAME TT ← CAMPING UNIT TYPE
Y Joe Blow 4 ← NO. OF PEOPLE IN PARTY

Y-FIRST STAY →
N-REPEAT VISIT

STUB TO BE KEPT IN KIOSK

LICENCE NO. 9 ← CENSUS DIVISION
AAA000 NFLD. ← ORIGIN

SITE NO. 25

DATE IN → DATE 6-7-86
DATE OUT → 8-7-86